



English Loan Words in Albanian Media in Kosovo

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‘Англицизмте во албанските медиуми во Косово’

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Abstract

This study deals with the use of English loanwords in media in the Albanian language. Borrowing is a very early linguistic phenomenon, almost since the existence of a language concerning other languages. The increasing influence of the English language on the Albanian language is an example of linguistic changes as a result of contacts between countries. It all started after the war in Kosovo and the placements of different NGO-s, but not only. The Albanian language has been influenced by many other languages and by many other factors. But in the last two decades, it has heavily been influenced by an influx of English vocabulary. It is quite clear, that the process of globalization with English playing the major role is the reason for such influx. Other factors are the presence of various international organizations in Kosovo, with their mission tackling all sectors and spheres of life in Kosovo. A significant inevitable fact was the rapid development of technology, where it was a necessity to use adequate terminology. We consider that borrowing words from English and using them in Albanian is a special asset for the Albanian language, with special emphasis on the lack of many equivalent words for special names. Nowadays, there is no doubt that the media in Kosovo plays the main role and has a huge influence on the use of English words in the Albanian language. For this reason, our research will be based on the history, use, influence, and enrichment of the Albanian language with words from the English language. The study is based on material from Kosovo media, targeting different audiences by carrying out a questionnaire and interviews with English language professors, Albanian language professors, and journalists of various media. Viewed from different perspectives of borrowing words, and their necessity in our language, our study is dedicated to the impact of the Kosovar media on the use of Anglicism in the Albanian language lexicon.

Key words: loanwords, media, Anglicism, Albanian language, English language,

Parathënie

Ky studim eksploron përdorimin e fjalëve të huazuara nga gjuha angleze në media në gjuhën shqipe. Huazimi është një fenomen gjuhësor shumë i hershëm, pothuajse që nga ekzistenca e një gjuhe në raport me gjuhët e tjera. Ndikimi në rritje i gjuhës angleze në gjuhën shqipe është një shembull i ndryshimeve gjuhësore si rezultat i kontakteve midis vendeve. Gjithçka filloi pas ndryshimeve politike, ekonomike dhe teknologjike në mijëvjeçarin e ri. Gjatë rrjedhës së historisë, gjuha shqipe është ndikuar nga shumë gjuhë të tjera. Por në dy dekadat e fundit ajo është ndikuar shumë nga një fluks i fjalorit anglez. Fluksi i fjalëve të tilla ka një numër arsyes, para së gjithash procesin e globalizimit, ku anglishtja luan rolin kryesor. Faktorë të tjerë janë prania e organizatave të ndryshme ndërkombëtare në Kosovë, me misionet e tyre që trajtojnë të gjithë sektorët dhe sferat e jetës në Kosovë. Një fakt domethënës i pashmangshëm ishte zhvillimi i shpejtë i teknologjisë, ku ishte e domosdoshme përdorimi i terminologjisë adekuate. Duke pasur parasysh median, ekuivalentët e fjalëve të tanishme shqipe nuk përdoren për shkak të prestigjit të fjalëve angleze. Ne konsiderojmë se huazimi i fjalëve nga anglishtja dhe përdorimi i tyre në gjuhën shqipe është një pasuri e veçantë për gjuhën shqipe dhe kjo për faktin se gjuhës shqipe i mungojnë shumë fjalë ekuivalente për emertime të veçanta. Në ditët e sotme, nuk ka dyshim se media në Kosovë ka rolin dhe ndikimin kryesor në përdorimin e fjalëve angleze në gjuhën shqipe. Për këtë arsye kërkimi ynë do të bazohet në historinë, përdorimin, ndikimin dhe pasurimin e gjuhës shqipe me fjalë nga gjuha angleze. Studimi bazohet në materiale nga media kosovare, duke synuar audienca të ndryshme dhe duke realizuar një pyetësor dhe intervista me profesorë të gjuhës angleze, profesorë të gjuhës shqipe dhe gazetarë të mediave të ndryshme. Bazuar në analizën e fjalëve të huazuara nga këndvështrime të ndryshme, përkatësisht shkallët e integritetit dhe domosdoshmërinë e tyre në gjuhën shqipe, hulumtimi hedhë dritë mbi ndikimin e mediave kosovare në përdorimin e huazimeve angleze në fjalorin e gjuhës shqipe.

LIST OF FIGURES

Figure 1: The age of the respondents who participated in the questionnaire	38
Figure 2: The gender of the respondents who participated in the questionnaire	39
Figure 3: The residential area of the respondents who participated in the questionnaire	39
Figure 4: The level of the education of the respondents who participated in the questionnaire...	40
Figure 5: The occupation of the respondents who participated in the questionnaire	40
Figure 6: The level of English language of the respondents who participated in the questionnaire	41
Figure 7: The meaning of the word “Anglicism”	42
Figure 8: The use of borrowed words and their meaning in Albanian language	42
Figure 9: The meaning of the word “Leadership”	43
Figure 10: The meaning of the word “Kualitet”	44
Figure 11: The meaning of the word “Rezistenë”	44
Figure 12: The meaning of the word “Interaktivitet”	45
Figure 13: The use of the English words by media for their equivalents	45
Figure 14: Which media use the most English words	46
Figure 15: Justification of the use of English words in cases when they are used as an equivalent for words in the Albanian language	46
Figure 16: Justification of the use of English words in cases when they are used in the absence of words in the Albanian language	47
Figure 17: The reason of the use of English words in the lexicon of the Albanian language	47
Figure 18: The use of English words in official documents	48
Figure 19: The use of English words in texts translated into Albanian from English	49
Figure 20: Endangerment of the Albanian language by the use of English words in its lexicon	49
Figure 21: Who is responsible for prevention of damaging the Albanian language	50

Table of Contents

Acknowledgments	I
Abstract.....	II
Parathënie	III
Table of Contents	IV
Chapter I: INTRODUCTION	1
1.1 Integration of Anglicism	2
1.2 Significance and purpose of the study	3
1.3 Historical overview of the influence of the foreign languages in the media, respectively of Slavic languages	9
1.4 Words borrowed from ancient Greek	12
1.5 Words borrowed from Latin	12
1.6 Borrowed words in old Albanian language texts	12
1.7 Words borrowed from Slavic languages	13
1.8 Turkish loanwords	14
1.9 Loanwords and media	15
1.10 The language of the media	16
1.11 The state of the media in Kosovo	22
Chapter II: LITERATURE REVIEW	28
2.1 Views of foreign linguists on borrowings	28
2.2 Views of Albanian linguists on borrowings	31
Chapter III: RESEARCH METHODOLOGY.....	34
3.1 Aims and Objectives.....	34
3.2 Research Questions.....	34
3.3 Research Hypothesis	35
3.4 Participants	35
3.5 Instruments	35
3.6 Procedure	36
Chapter IV: DATA ANALYSIS	38
Chapter V: CONCLUSIONS	51
5.1 Summary of the research results	51
Chapter VI: LIMITATIONS AND RECOMMENDATIONS	55
6.1 Limitations.....	55
6.2 Recommendations.....	55
REFERENCES.....	57
APPENDIX 1.....	59

CHAPTER I: INTRODUCTION

Language is characterized as an important carrier of information. Languages are a means of communication that create contacts among humans, and as such, they are always in progress. Linguistic contacts interact with each other, and languages inevitably avoid borrowing words from other languages, with particular emphasis on influential languages as English. English as the language of technology and development has the greatest impact on other languages. The Albanian language cannot be excluded from this phenomenon. Like any other language, the Albanian language is accepting borrowing as a common way of language enrichment. Of course, apart from borrowing the missing words, the Albanian language is borrowing new words from the English language, although it possesses its equivalents. There are many such examples, with special emphasis on words which name; either technological concepts or sports activities, expressions for economics, politics, etc.

Referring to the grammatical category, the Albanian language has especially borrowed nouns from the English language. Today, the common words are such as meeting (miting), mentality (mentalitet), dedication (dedikim), community (komunitet), performance (performancë), treatment (tretman), and many others. For these English loan words to find comfort in the Albanian language, they should be well analyzed, both, their morphological and semantic structures.

The Albanian language is opened to the phenomenon of comforting foreign words, especially English ones. It is a perception that the use of English words determines one's position in society, so the journalists unconsciously create a language that very often does not sound as Albanian. This is because of the power that the English language possesses. In this regard, it makes older people, those who usually do not speak English, find it hard to understand their mother tongue.

We are aware that English neologisms that are related to the development of technology will be a part of any language in the world and this regard, Albanian cannot make any exceptions from these trends; however, the language needs to be protected as it has happened in some European countries in progress.

1.1 Integration of Anglicism

In the global aspect, where the world is populated by different nations, located in special geographical areas, they necessarily share their differences. Here we mean that these peoples not only differ in race and culture but also in the use of language. Globalization has caused these languages possessed by the globe to cross beyond the borders of their own states and to interact with each other. So here we are talking about inserting the words of one language into another language. In this context, one of the languages that have influenced most other languages is English. So as has happened with almost all other languages of the world, the Albanian language has had the same fate. The Albanian language is not that it has accepted foreign words only from the English language, but in the last two decades, the anglicisms in the Albanian language are very rapid and in considerable numbers. According to Summers; the term Anglicism is an English word or expression used in another language, Dictionary of Contemporary English (Summers 2001).

The English language dominates other languages, becoming a language of globalization and international trade. Just as with other languages and people, Kosovo could not escape the influence of English origin words which grew more and more accustomed in everyday usage, many of them being registered in dictionaries. As a result, borrowings from the lexical side but also from the phrasal side from English are widespread and have taken place in the lexicon of this field. Meeting, leadership or lobby, are only a few of the numerous English syntagms taken over by journalists and imposed in the daily language of the Albanian's utilizing media.

Borrowings are considered as normal processes or phenomena and at the same time desirable in the evolution of a language.

They, of course, enrich the language in many aspects and with special emphasis on its synonymy. In most cases, they come to replace old words and at the same time help the speakers to follow the progress in technology or communication. It is quite understandable that some of the borrowed terms are necessary, in the sense that they are introduced because there is no equivalent for newly introduced concepts, and also there are some others that become synonyms for words already existing in the vocabulary. Prestige, international relations but also the power that the English language has, are some of the factors that influence the acquisition of Anglicism

as synonyms. To conclude, borrowing, while seemingly necessary, is also risky when used incorrectly and excessively.

1.2 Significance and purpose of the study

The Albanian language in our mass communication media is being disturbed a lot, not only with foreign words and models but also with syntactic structures, with a foreign spirit, and with a foreign pronunciation, so that it is significantly distorting its nature.

The spoken and written Albanian language in today's public use, on radio and television, on the Internet, in journalistic, literary and scientific writings, in advertisements and daily conversations and on other levels, carries on its shoulders the weight of use neglected by the aforementioned actors. In this context, the Kosovar television and press, with their massive influence and power, can maintain the standard of Albanian or, on the contrary, to have a negative impact.

The fact that we are today an Albanian people owes to the preservation of a special language, which is the Albanian language. Albanians felt Albanian because they spoke Albanian to each other. This language has given us identity as a people, today we are trampling on it. Politicians, artists, academics, lawyers, economists, and media people speak more in foreign languages than Albanian. (që te kemi akses direkt dhe te menjehershëm,/ është konsoliduar edhe aktiviteti,/ kam bere nje remake te kesaj kenge, me gisht bejne scroll...etj).

In the ranking of world languages, the Albanian language is one of the oldest. We have inherited a rare treasure that many other peoples have lost over the centuries. The Albanian language is the descendant of a language, a dialect, or an idiom as the ancient linguists of that ancient Balkans call it.

This language and these people are a European value, and therefore it is important, something that other linguists and scholars understood several centuries ago, and therefore are interested in the Albanian language.

In today's dictionaries, researchers have managed to identify the pure and borrowed words that the Albanian language has. Genuine Albanian words of Illyrian origin are considered to be about 400.

The renaissances that evoke the national feeling, that the Albanian people have the right to have their own state, these renaissances were caught in the language. Today, the Albanian language is written, it is embedded in scientific works, translations, dictionaries, language studies, etc., that is, it is a cultural unit with itself stabilized. In our case, the Albanian language is the official language of the three countries; Albania, Kosovo, and Macedonia. Today, this language is threatened. On the one hand, the influence of foreign languages is destroying the structure of our language, on the other hand, the state has given up protecting this national wealth.

Language has two main axes; syntax and lexicon. Looking at the public speaking but also the way of writing, we understand that today the Albanian language is being violated in both of these areas. Its grammar is being destroyed in the way we construct sentences, the way we place the subject, verb, adjective, adverb.

The essence of language, the identity of language is the grammatical system. The grammatical system is the engine of language. Today, without realizing it, we have begun to think and express ourselves in English. Television speakers, but also other people with special emphasis on young people pronounce the words with an emphasis in the first syllable consisting of English which in most words has the emphasis on the first syllable, while the Albanian language has the emphasis on the syllable of last. So we have an Anglicization of the Albanian language with a tendency to damage our language. If the grammatical structure of a language breaks down, then the language ends.

We have started to address each other with Albanian words, but listing them according to English forms, (siç that ju, siç e that ju, tani kemi; siç ju e that, as you said it, pra anglezet keshtu e perdorin, ne e themi siç e that ju, pra e veme ne fund kryefjalën, ose siç e tha ai, jo siç ai e tha).

It is not just sentence structures that are damaging the language, researchers also notice a hardening of the tongue, which means that to express something we use fewer words than before. Today the impression is created that we can write novels with 1000 words.

For example the use of the word ``tentoj``, (tentoj te vidhte nje makine, tentoj ta ndihmonte, tentoj te bente ate, tentoj te ikte etj, krahas fjaleve si; u perpoq, beri te pamunduren, beri aq sa kishte mundesi etj), so we have all kinds of expressions and these adorn the phrase.

Wanting to look as knowledgeable and read as possible we take a foreign word and use it constantly, but on the other hand, we forget many words in Albanian that indicate the same thing. Such files wrinkle Albanian, with a word that does not use Albanian words but uses English words where the Albanian language covers these words with many other words.

Adherence to the written language is a serious problem even for news portals or online newspapers of today. In almost every news headline, they do not bend the names. They use Albanian words by distorting them according to the English version. Also another problem, is considered the damage of the name; (Hoti takon Merkel, ose SPAK fillon nga puna, ku do duhej; SPAKU Fillon nga puna apo Hoti takon Merkelin).

At first glance, this seems an insignificant issue, but if we were to be careful the inflection or non-inflection of names greatly affects the meaning that our speech takes. On the other hand, translating from English mechanically, we have broken the structure of the Albanian language in the use of pronouns.

In the news we hear that ;(presidenti me bashkeshorten e tij bene nje vizite...), in Albanian there is no need to say, with his wife, (mjafton, me bashkeshorten), and it is understood that she is his wife. These distortions in the use of language do not impress us in everyday life, but they are the essence of speaking and thinking Albanian.

Above we discussed the problem of how the Albanian language is being damaged at its roots, breaking the structure of sentences. Now we will move on to an even bigger problem that has to do with foreign words that have entered the Albanian language, this is the second axis of a language; its lexicon or vocabulary.

In recent decades Kosovo has been very open in introducing foreign words and terms to its language. Normally the language gets richer and gets new words, e.g. we have to take the word `Internet`, as it is in English because we do not have something similar in Albanian, just as we took the word car or the word bicycle. But in this process, it happens that we borrow words in foreign languages unnecessarily, and we take them and forget the Albanian words.

In the Kosovar media in a New Year's program it is said; (the best of the year), then; (per çmimin best new artist), so we use words which are not necessary. In this way, the alphabet of the

Albanian language is being deformed. We take the example of abbreviations; (CD- si di, DVD- di, vi, di; nje si di mund te kete me qindra regjistrime, pastaj; dergoma nje ci vi, etj).

We also have the use of the adjective `bazik`; (ka dale te plotesoje nevojat bazike te individeve), then, (me minimale dhe me bazike qe secili nga ne e ka; bazik domethene qe eshte i bazes, i themelit, pra kemi thene qeshtja themelore, pse duhet te themi bazik, thuhet ne anglisht por ne gjuhen shqipe bazik eshte nje term I kimise; jane bazat dhe acidet).

Today we live in a world of globalization where the whole world is supposed to be a big village, and this makes the languages of the countries with stronger economies impose themselves on the weaker ones. On this battlefield, there is also the Albanian language. In the period of globalization as we call it, English has become the predominant language everywhere in the world, but not only that, it may want to use the word risk, it has also endangered the words of other languages.

With examples like; (Cemplizimi qe ne kemi bere nje marreveshetje te veqant eshte pikerisht kontinuiteti I kesaj lloj politike), the Albanian language is being filled with foreign bodies, these are tumors that, connecting with each other, form a network that will paralyze the Albanian language. Then; (dhe per shkak te nerhyrjes shume brutale te qeverise se meparshme, shitjet e vogla me kesh, keto nuk jane definitive, ne momente aq deqizive te proqesit, mbas fjales se mbajtur ne ansamble kemi bere research, te nxjerrurat e komisionit AD – HOK etj).

After showing some of the foreign words that have entered the Albanian language, we will now reflect the meaning they have in Albanian:

<u>Anglisht</u>	<u>Shqip</u>
Abrogoj	shfuqizoj
Aprovoj	miratoj
Avangard	pararoje
Brutal	I vrazhde
Definitiv	perfundimtar
Deqiziv	vendimtar
Riserq	kerkim
AD – HOK	I posaqem

So it is clear that these foreign words were not at all necessary to be borrowed from abroad because the Albanian language has its own words for these terms.

- (do te komunikojme adresimin e problemeve prioritare``, ky eshte nje problem per t'u adresua/ ne vend te; te merresh me kete problem, per ta zgjidhur).

- (e ka aksesin per rrugen e Kombit, kjo rruge nuk eshte e aksesueshme/ duhet: ne ate rruge nuk kalohet, ose eshte e pakalueshme, mund ta marrim si shembull. `` nuk kam akses ne internet``/ duhet: nuk futem dot ne internet, ose nuk kam internet).

The above were more words that have entered the institutions and in the official speech, while other still unnecessary words have entered the social speech.

Shqip	anglisht
Fundjave	weekend
Shfaqje	show
Marke	brand
Publik	audience
Sfond	background
Para ne dore	cash
E drejte autori	copyright
Ekran	screen
Thashetheme	gossip

Linguistic experiments continue every day and the main culprits are those who sell; we call them those who advertise. Today we live in a free market and success is achieved by selling, so you need to know how to sell fashion, information, music, and any other commodity. It is well known that the ordinary does not attract attention. So in order to get the public's attention the speech of those who sell must-have novelty, vocabulary that sounds evocative:

- (Cilat jane modelet me te preferuara per te qene IN, nuk i leme jasht as qantat handmade, nje brand special, tendenca na tregon street stylerin apo fashion influencer qe qendron pra qe fotografohet jasht, njerezit ne pergjithesi shohin street stylerin , perzierjet e stilit apo siq I quajme MIX AND MATCH).

Once articulated on television, radio, and the internet these words are taken from the public and then used in everyday life. So without any need, we forget the Albanian words and take them to another language.

Communication is a very important tool for man; or rather it is a vital tool for the human being during its development. This communication today in the media is done on a globalizing level,

with a strong influence of English not only in the dictionary but also in the syntactic structure. For linguists and receptors, syntactic distortions, improper wording of words and inaccuracies in both spoken and written language are of concern. Of course, we cannot have a general avoidance, but if we continue with this momentum and dynamics, then the culture of our language is seriously vulnerable.

The problems of language and language culture are not only the object of linguistics, but also of culture, and the latter is interested in language as one of the cultural codes, as one of the forms of expression of culture.

With the great and uncontrolled evolution of our media, the standard unified language is fading with its non-application. In some Kosovar televisions and especially in the public television RTK, the speakers of this mass media often use the Albanian language, mixing the standard with dialectal forms and the use of many Anglicism, which in most cases serve only as synonyms and not intended to use them as a cause of lack of adequate words and expressions. Therefore, we can conclude that the Albanian language does not suffer from the standard but suffers from carelessness and unprofessionalism. However, in the use of the Albanian standard, there are also significant achievements, even when we consider the use of Anglicism.

Today English is not a language limited within it and not even concerning other languages and cultures, now it has a comprehensive reach across the globe and is present in almost all languages of the world and today it is used for as many purposes as ever before. Now it is everywhere on the verge of technological and scientific development, in a new concept of thinking, in economics and management, and also in literature and other genres.

This now creates new dictionaries, grammatical forms, and ways of speaking and writing, but as more pronounced and even with a leading role in its expansion, nowhere is it seen more clearly than in its presence in the development of technology and the internet. Today, the capabilities of information technology are increasingly inseparable based on globalization and the latest advances and developments in technology and its use in all spheres of life. In common sense, both English language skills as well as computer skills are becoming prerequisites for a true professional in demand all over the world.

In the study of language and technology, it is clearly seen how technology affects the use of language, but this cannot be used as a fact that the use of technology to mediate language, can or must necessarily change everything.

Today in our cultural life, everything is presented in bulk. There are a large number of daily newspapers, radios, and televisions. Also, the number of those who write and prepare shows is large, but on the other hand, the number of those who read and watch them is even greater.

Therefore, the black and white look in this field should not be taken as a measure of appreciation: not everyone speaks and writes badly, but we still have a considerable number.

Knowing that the press is read a lot by different layers of readers, knowing that on the radio the language is everything, that on television we see and hear Albanian at the same time, knowing that the media deals with all aspects of contemporary society and includes the part of the language of this society, its social and linguistic responsibility must be placed as soon as possible in our national priorities.

The media must give literary language the status and authority it deserves.

1.3 Historical overview of the influence of foreign languages in the media, respectively of Slavic languages

Borrowing foreign words from a certain language is the norm, and that today there is almost no language that is without borrowings. As early as the eighteenth century, lexicographers, while collecting material for dictionaries, encountered foreign words. Since then, various theories about borrowing have begun.

Hugo Schuchardt was of the opinion that there is no language that is completely unmixed Nuhui (2013, p.18). Antoine Meillet calls borrowing a natural phenomenon, mainly lexical elements are borrowed and there is almost no language without borrowing (Nuhui, 2013). Schönfelder said that the mixing of languages took place with the unilateral or bilateral influence of two or more languages. This influence was expressed not only in the lexicon but also in phonetic, morphological, and syntactic contents (Nuhui, 2013).

Until the 19th century the term mixed languages was used, but later this term was dropped as the word "mix" did not seem appropriate, and the term linguistic borrowing began to be used. Bloomfield defined linguistic borrowing as the acquisition of linguistic elements and distinguished two types of borrowing: the cultural one - when borrowed elements came from another distant and dialectal language - the passage of words from one dialect to another (Nuhiu, 2013).

Today, what is universally accepted is that no language is pure and that there is no language that is not influenced by the languages of neighboring countries, with the languages of the countries with which they have had contact or with languages with strong political influence. socio-economic such as the case of English today which has a worldwide impact.

During its historical development, the Albanian language has borrowed words from many other languages, such as English, Turkish, Serbo-Croatian, Italian, Greek, mainly with the languages it has been in contact with. In Kosovo, Albanian has borrowed words mostly from Turkish and Serbo-Croatian. The influence of Turkish on the Albanian language was mainly during the period of rule of the Ottoman Empire, where in addition to the influence on the language, this period has left visible traces in other aspects of social life, in customs, clothing, cuisine.

Serbo-Croatian also had a great influence, especially after the 1940s, when the Albanian language borrowed many words from this language and where today those words are part of the lexicon of the Albanian language. The influence of Serbo-Croatian was not only in the spoken language but also in the language of the press and literary works. The influence of this language has been so great that borrowed words have taken place in the Albanian language and today they sound as if they are etymologically Albanian.

After the 1990s, the Albanian language has borrowed words from other languages, which are mainly part of the spoken language. The language, from which the foreign speakers take the foreign words, varies from the life story of everyone, i.e. in which country he has studied, worked or had relations for a certain period of time and exactly from those languages, they include in the lexicon words of these languages.

In Albania, the Albanian language has mostly borrowed words from English, Italian, and Greek. In the period of transition from a dictatorial system of government, in the first relations with

other countries in the period of a democratic system of government, as in any other field, the language had its own linguistic shock, when the pressure of future languages, such as English and Italian, were stronger than the ability of the host language to stand strong against them. Factors that have influenced the penetration of foreign words in Albanian are several, such as (Rrokaj, 2014).

1. The frequency and force of the incoming language pressure, on the one hand, and the host language resistance, on the other.
2. The duration of their mutual confrontation.
3. The aim of the speakers of the respective languages.
4. The degree of mastery of the host language by the speaker in the whole extent of the linguistic area.
5. The social need of the host language for the language of the incoming language to respond to society's demands for global openness.
6. The level of unity of the standard of the host language to avoid the linguistic cacophony that is created between the latter and the dialectal feeds and both together to the expansive borrowings.
7. Care of institutions dealing with the teaching, enrichment and preservation of the national language, literature and culture, etc.

In the Albanian language, as a result of continuous contact over the centuries with different populations and languages, many foreign elements have entered. Due to the historical events that our country has experienced, the development and normalization of the Albanian language has gone through several vicissitudes related mainly to the invasions, which have given their effect directly on the language. As a small country and with an enviable geographical position by powerful states, it has been occupied several times for centuries by great empires that have exerted strong pressure, in order to appropriate and assimilate the territory, culture, customs where language is no exception.

1.4 Words borrowed from ancient Greek

Words borrowed from ancient Greek are widespread in all areas where Albanian is spoken and are widely used today, in fact, they have become part of the Albanian language and you can not replace them with another Albanian word as they during the historical development have undergone phonetic changes and have become part of the Albanian lexicon. Among others these words are: kerasia -`qershi`, péponon -`pjepër`, ``pjepën`, lakhanon -`lakër`, ``lakën`, lapathe -`lëpjetë`, prason -`presh`. The relatively small number of these words proves that the influence of ancient Greek on the "mother" of Albanian was limited ... that the small Greek settlements of the Adriatic could not exert a great influence on the larger indigenous population in number". (Demiraj, 1988, f. 210).

1.5 Words borrowed from Latin

Compared to ancient Greek, borrowed words borrowed from Latin are more numerous, because contact with this language has been greater. This influence has been until about the end of the century. X, because then the borrowing from Italian begins. Among the words of Latin origin are: piscis, -is - peshku, ursus, -ariu, canis, -is - qeni, gallus, -i - gjeli, corvus, -i - korbi, lacus, -us - liqeni, argentum, -i - argjenti, aurum, -i - ari, leo, leonis - luani, dux, ducis (m) - duka, lex, legis - ligji, nox, noctis -nata, pax, pacis - paqe, castellum- keshtjelle, cantare - këndoj, beatus - i bekuar, bestia-ae - bishë, civitas-atis - qytet, dies -ei -. dita, digitus-i - gishti, facies - ei, - faqe , fama-ae, - fame, femina-ae - femër, gens-gentis- gjinia.

Mihaescu defines 85 words from the Latin source, which are preserved only in Albanian and are not found in any other Romance language. Among them he mentions bujk - bubulcus, shelqëror - sarcinarius, tërfurk - trifurcus etc ...; 151 words from the Latin source that are found in the Albanian language and are not found in Romanian e.g. mik – amicu, armik - inimicus, bekoj - benedicere, qelq - calicis, kështjellë - castellum, qind - centrum, gjel - gallus, mjek - medicus, shërbej - servire, vullnet - voluntas etc. (Demiraj, 1988).

1.6 Borrowed words in old Albanian language texts

Slavic borrowings were subject to the unitary action of an established language, evidence of the ethnocultural unity of the ancient indigenous population.

This can be seen in the works of old authors such as Buzuku, Matrënga, Budi, and Bardhi (Samara, 2000).

Lexically, the language of Buzuku's work is generally pure, but he also uses a lot of Latinism, Italianism (tentoj, fenestra), Slavism, and a little Turkism (dollame, kallauz). There are many Turkisms in Matrënga's work, while in Budi's writings the absence of the Slavic element is noticed.

In the lexical structure of the Albanian language of the century. XVIII-XIX we find unnecessarily used foreign words by the authors of works of Albanian literature with the Arabic-Turkish alphabet or, as they are called, bejtexhinjtë. Their poems are generally intertwined with Turkism or Orientalism. At this time, Arabic and Persian borrowings penetrated into Albanian, mainly through Turkish. However, the lexicon of this period has never been overloaded, so much so that it hindered the agreement between Albanians wherever they were, it did not pose a real assimilative threat to Albanian (Samara, 2000).

1.7 Words borrowed from Slavic languages

As for the Slavic languages and the peoples who speak these languages, Albanian and Albanians have been influenced by the geographical proximity and centuries-old coexistence with these peoples in the former Yugoslavia and abroad.

Slavic borrowings have penetrated directly into the Albanian language during the historical relations with the Slavic languages of the Balkans. The words borrowed from the Slavic languages and that has penetrated into the dialect in southern and middle Albanian are mainly from Bulgarian, such as. mezhde, opingë, while those that have penetrated into the northern dialects have some linguistic characteristics of Serbo-Croatian.

There are many such examples as: krasit, komshi, kockë sheqeri = kokërr sheqeri, this word is also used with another meaning: është bërë kockë e lëkurë which means. asht e lëkurë, kleçkë = small and thin piece of wood, small peg, etc., vozit, shapkë, stol = karrigë, sedilje = ulëse, zhabë, kolibë = kasolle, plloçë = pllakë, kovaç = farkëtar, vadit = ujis, postavë = çarçafë, prozore = dritare, plafon = tavani, etc. (Hoxha, 2012).

It should be noted that the influence of Slavic languages in the Albanian language is evident in the word-formation with Slavic suffixes such as: *icë buallicë* from the Albanian word *buall* and the Slavic suffix *icë*; *shumicë*, *valanica*; *çkë* (from Slavic *čka*) *plaçkë*, *meçkë*, *kleçkë*, etc. (Hoxha, 2012).

J. Gjinari in his work "On some Slavic elements in the northern dialects of Southern Albania" (published in: *Studime Filologjike*, 2/1966, 157-167), in a special and detailed way, has examined the borrowed Slavic suffixes in northern toskërishten: - *kë* (from Slavic - *ka*), - *çkë* (from sll. - *čka*), -*icë*, -*nik*, -*ovinë*, -*it*, -*çe*, - *ishte* or -*ishtë* (from the Slavic suffix -*ica*, -*nik*, -*ovina*, -*iti*, -*će*, -*ışte*).

"Thus, the Slavic elements are more numerous on the side of Korça, especially in Devoll, and they are decreasing from the west, on the sides of Berat and Myzeqe, their number is greatly reduced on the southern sides, in Përmet, in Tepelena, in Mallakastër" (Hoxha, 2012).

1.8 Turkish loanwords

Turkish loanwords started in the second half of the 14th century and became more concentrated after the Turkish occupation of Albanian territories. Turkish loanwords had a great impact not only on the Albanian language but also on other Balkan languages in general. During the period of Ottoman rule in Albanian lands, with the exception of the Albanian Highlands, as Leake asserts: "... the country was never completely subjugated" (Leake, 1914). However, the influence of Ottoman occupier left a permanent mark on the peoples of the Balkans and on the Albanian people and the Albanian language in particular.

Turkish loanwords in the Albanian language, has spread to several social spheres: religious, administrative, military, construction and handicrafts, home environment and general social life (Mulaku, 1977).

Many Turkish loanwords were used in the earliest times throughout the Albanian language, even many of them are still used today in the Albanian literary language and the same are in the dictionaries of the Albanian language. These are examples such as: *aferim*, *sojsëz*, *sebeq*, *sevap*, *sevda*, *shejtan*, *zarar*, *milet*, *çakall*, *kasap*, *bosh*, *tamam*, *avlli*, *hamall*, *xhelat*, *jelek*, *sheqer*, *hallë*, *behar*, *kurban*, *karshi*, *kusur*, *ilaç*, *kallëp*, *deve*, *dyqan*, *bakall*, *fukara*, *kadife*, *gazep*, *konak*, *sakat*,

jastëk, jorgan, liman, gjol, për: liqen, hamam, taze, lezet, kurbet, misër, qese, jeshil, pazar, jetim, çadër, çare, zanat, bajrak, hurma, zahmet, derman, ashiqare, alem, adet, adalet, alet, amanet, hajvan, gjynah, dert, etj. (Hoxha, 2012).

Among the Turkish words there are also some Turkish loanwords that have provincial character, i.e. that they were used only in one province or region, and not in the entire Albanian language. Here are some examples: asker, bujrum, çeshme, katijen, lazëm, exhel, sert, syret, hedije, zeman, seimen, imza, insan, kabahat, javash, jemek, ymyt, bakallhane, tyxharet, ablla, galiba, meraba, parçe etj. (Hoxha, 2012).

1.9 Loanwords words and media

There are several ways in which loanwords words become part of a lexicon of a certain language, but the media, such as television, radio, and print newspapers, have the greatest influence. Translators, as well as scientific terminology or bilingual speakers, have a significant influence. Thus, these are some of the ways in which loanwords words are introduced into the Albanian language.

Nowadays, many journalists in the print media, radio and television lack accurate culture and language skills, so they lack professional education. As a result, they convey to the public information with serious linguistic errors, including inappropriate use of foreign words. Even borrowings are written or pronounced according to the personal biddings of the moment, not based on the orthographic and proper pronunciation rules of Albanian.

Given the fact that many news that are published in our media are taken from foreign media, especially when it comes to international news and events such as political, social, cultural, sports, etc. this news are translated into Albanian and then published in the media. When translating these news or events, journalists often lack accurate linguistic knowledge and include foreign words in their news.

The introduction of foreign words in the Albanian language in an uncontrolled manner and without any criteria, can be encountered especially in online media. This may be because the print media has certain criteria before hiring a journalist, while on online media, especially on social platforms, everyone is becoming a journalist without any basic training on journalism.

Radio and television have a great influence on the introduction of foreign words into the language. Especially the talk shows and debates on radio and TV with guests in these shows who often do not have sufficient command of the Albanian lexicon, as well as of the foreign language they have learned at a beginner level. Thus, they use foreign words, where most likely they do not know the exact meaning of those words, as they often use them incorrectly.

1.10 The language of the Media

One of the areas that, however, affects the linguistic awareness of various social profiles, is undoubtedly the media. An indisputable and perhaps vital fact of the 21st century is that we are all in touch with the media throughout the day. Here we have in mind the print media, daily or periodical newspapers (which have recently been greatly reduced and almost completely extinguished), leaving space for electronic media, television, radio, internet, etc., which are also targeted of our treatment. Through these media is offered the opportunity for us to be informed in real-time with all events that occur in the country or in the world, as well as all other activities in the field of culture, science, sports, etc.

All these events and developments are transmitted to the reader or listener mainly through language. In this context when we talk about language, we inevitably ask ourselves, how critical are we of how we are speaking the language, or how we are writing it? This issue primarily puts people in charge who directly or indirectly deal with language.

It is not enough for linguists to deal with language alone, as one might think. The language belongs to everyone, and as such is considered the responsibility of all actors to deal with its treatment. This is where we come in for treatment. Today it is not difficult to notice the lack of insufficient linguistic awareness of this category of intellectuals, causing such mistakes in our media to appear for days and more.

With high awareness, we consider that the issues that require treatment are numerous and still require great knowledge, extensive baggage, and genuine research, and based on this we will try to address some problems of this nature. Constant contact with the media has led us to often hear, or see, written constructs, such as: (Një çift bashkëshortor e adaptoi një fëmijë). Then, (në jetimore presin për t'u adaptuar edhe shumë fëmijë të tjerë, etj).

Of course, here we encounter incorrect use of the word (adaptoj), and that not only by journalists as a use but also as an omission by lecturers and editors of various media. (Fjalori i Gjuhës Shqipe, Tiranë, 2006, f. 26 jep këtë shpjegim: ADAPT/OJ, kal. -OVA, -UAR, përdorim librar përshtat). So, adapt a room to make a classroom, or adapt a textbook for a certain level of education, etc.

From this, it is clear that the word that should be used to express the meaning we mentioned above is not, `` adaptoj``, but it is `` adoptoj``, from Latin. ADOPTARE which means “I take a foreign child and make him like mine”. (In this regard see: B. Klaiq, Great Dictionary of Foreign Words and Expressions, Zagreb 1974, f.14).

Hence the examples we considered should come out like this:(Çifti adoptoi një fëmijë. Dhe : Fëmijët në jetimore presin për t'u ``adoptuar`` dhe jo për t'u adaptuar).

We also have frequent instances of misuse of the word ``birësoj``(folje), ``birësim``(emër), `` i, e birësuar``(mbiemër), in terms of adoption. Although there is another problem, that the word (verb)``birësoj`` is being used incorrectly even when it has to do with the female child. It is known that the word `` birësoj`` comes from the word ``bir``, (i biri) which normally refers to a male child. (Në Fjalorin e Gjuhës Shqipe, 2002, fjala `` birësoj `` përdoret edhe kur është fjala për adoptimin si të një djali, poashtu edhe të një vajze). In our case; (Çifti birësoi një djalë, por edhe; Çifti birësoi një vajzë). So if “birësoj” used when adopting a male child, when dealing with female children should be used the word; “bijësoj” (pra nga “bijë”). Hence it can be concluded that the right construct should be “Çifti e bijësoj një vajzë. Por jo” e birësoj një vajzë!”. We find `` bijësoj`` at Dictionary of the Albanian Language (2006 edition, p.91). The dictionary gives this explanation: (Bijësoj, e bëj bijë në shpirt, bijoj).

It is not uncommon to encounter semantic confusion of words “dëshmor” dhe “martir” (nga greqishtja “martyros” flijues, dëshmor etj., B Klaiq, f.815). Perhaps not knowing that these two words are synonymous. In our televisions like RTK, KTV, RTV 21 and other televisions we hear these two words in constructs like; (Nje delegacion shtetëror i vizitoi varrezat e dëshmorëve dhe të martirëve. Si dhe do të mbahet një përkujtim rasti në varrezat e dëshmorëve dhe martirëve. Ose edhe në rastin më paradoksal: Sot me respekt te lart u përkujtuan dëshmorët dhe martirët e kombit! etj).

It is well known that, as we have the words ``synonyms`` (djalë- çun, vajzë-gocë, fëmijë-kalama etj , we also have synonyms (dëshmorë dhe martir). And when we are here, it is natural that the examples we have considered should be used with one or the other word, or even with both, but without the conjunctions; (e, edhe, dhe). That the very use of these conjunctions comes out as if these two words are different in meaning and not synonymous. If separate links were used between these words (ose, a, apo), then we would have a regular use. In these cases, the meaning of the sentence remains the same, but expressed with a different synonym. (P.sh:Ministria e financave finançoi per rregullimin e varrezave të dëshmorëve dhe të martirëve``. Në varrezat e dëshmorëve , do të ngritet një pllakë përkujtimore ku do të gdhenden emrat e të rënëve,etj). If the sentence we just quoted could be taken as "regular", then "regular" formulations could also be called constructs;(Shumë djem dhe çuna po marrin pjesë në garë!, ose Shumë vajza dhe goça po i japin përkrahje ekipeve të tyre! etj).

Another word that is often misused is the name; (viktimë-a). It would be okay if this word is used in constructs such as;(Këto ishin viktimat të tërmetit ``nëse dikush humb jetën apo lëndohet nga kjo fatkeqësi natyrore``, ose; Duhet të përkujtohen viktimat e luftës, etj). But when you encounter constructs, like;(Këto ishin viktimat të pafajshme! Në masakren e Reçakut pati shumë viktimat të pafajshme! etj. (RTK), atëherë kjo nuk shkon). Such constructs are wrong for the reason that the word; (viktimë) contains the meaning of; (pafajësisë). There are no "guilty" victims. All the victims are innocent.

An important element that distinguishes the language of television from the language of the print media is undoubtedly its direct, often interactive communication with the viewer, unlike the print media, where the author and the reader are separated from each other in time and space. The viewer, in the case of watching a show on television, is not able to look in different dictionaries for the meaning of words that he does not understand, because time does not allow him to do so, because he risks missing not only one word, but whole sentences. But on the other hand, the imagination or visual expression offered by television often enables the viewer to quite successfully decipher the meaning of the words and the chords of words that he is hearing for the first time or the meaning of which he does not know clearly. From this point of view, the role of television in raising the level of language culture, as well as in the unification of language in all areas and in its more sustainable standardization is undeniable, and therefore should be used.

We are witnesses that recently the Albanian language has been confronted with all kinds of foreign cultural and linguistic models. In this confrontation, language is not alone, including the language of the media.

One of the most vocal figures on television says (alcohem në mëngjes). Habits like this have become more and more normal for the ears of listeners and viewers. The process of borrowing words in a language is natural, but in most cases, in Albanian, they take on a different semantic color, often wrong. Words like "reality show, support, performance, speaker, adapt, start, leader, bipartisan, business, bestseller, party, on-air, most played," have become commonplace for all of us. Such feeds have given rise to discussions that see today's media language as a perversion of Albanian.

The media, especially television, tend to use as many foreign words as possible, be they borrowed from English, Italian, French, or in some cases and from languages we seriously do not know. This is seen as a trending phenomenon.

In addition to this phenomenon, we are also facing another phenomenon such as spoken language and intellectual language. Here it should be borne in mind that intellectual language is significantly different from spoken language, and in particular that of the media, where we take the example of purity of language and that is very important for young people in the formation of their correct speech.

"The language of radio and television news is of great importance and influence in our day" (Shkurtaj 2006: 56). Perhaps, at the time when the agreement for the orthography of the Albanian language was reached at the Albanian Language Spelling Congress (in November 1972), I think that we have all made maximum efforts to adhere to the language rules, as in the education system, in the media in general, as well as in film, theater. In this context today, we notice disrespect for the use of written language and not to speak about the spoken language in the media, in particular the leaders of entertainment, humorous TV shows, etc., in which the use of Kosovar sub-dialects is clearly observed, even bastardized and the language of the lowest possible level, which is greatly harming the juvenile, but also the youth in general. Here is not only the problem of the spoken language in our television centers but also the irresponsibility of the editors, who do not control the written language of these media properly and allow mistakes

and omissions of various kinds. Failure to use the letter, (ë) it's almost common. We find it in many articles, titles, and advertisements of TV programs television 21 consistently makes carpet advertising with the same mistake;(elegance the stil (TV21), për: elegancë, without first seeing the way to correct the mistake repeated for months; Mbules divani (KTV), për: mbulesë; shum artikuj në amvisëri (TV21), për: shumë; Duaje shtëpin tënde (TV21), për: shtëpinë; thithse elektrike Samsung, për: thithëse. Vihen re edhe gabimet, si: përtrinë., në vend të përtërinë. Krem per rrudhat në fytyrë, për: Krem për rrudhat në fytyrë).

In advertisements we also encounter unnecessary use of;(ë- së, si p.sh.: detërgjent për detergjent. (KTV); Qendra – Gjilanë (TV21). Për zgjidhë në vend të zgjidh. Tëpihëve ne vend te tepihëve (KTV). Misuse of different words and expressions like is often noticed; (Palloma të lëngëta në vend të palloma të lagështa (TV21).

Another phenomenon in television shows of language alienation lies in the apparent use of unnecessary English borrowings in both writing and speaking; both to the hosts of the shows, as well as to the occasional invited guests, who do not make enough effort to speak the Albanian language according to its standard. The same thing is seen in TV commercials as well as; (Brendet më të mira; për: Llojet, ose tipat më të mire, “Konkurs për pozitë”, në vend të Konkurs për vendin e punës). To us the word “pozitë”, earlier but also now has the meaning of a higher place or title, and this has been copied and translated from English; (“position” = pozitë), for ease from the irresponsibility of some irresponsible translators.

The originality of the Albanian language should be preserved, avoiding the use of foreign words and expressions when they exist in the mother tongue.

In another ad writing is present the use of capital letters in the wrong place, like; (Kërkohet agjent për gjuhë Gjermane. Në këtë rast do të shkruhej: Gjuhë gjermane me shkronjë të madhe për Gjuhë dhe jo Gjermane).

The evidence that we have TV shows hosted in spoken, popular languages, without considering the Albanian standard at all, is evidenced by many TV shows of almost all our TV channels in the Albanian language. On RTK, public television, on the show “IMAZH” with the guest Labin, we listen to this conversation, without attempting to speak the unified literary language; (“tan kohën po kqyri televizor”; “ Mbesat m’kan bo mu ndi mir me qito qe kan bo”, “kom pas thon

që.....”, “po na ngon kojshia...”; n’çat far forme... (Klan Kosova), në vend se të shprehen: Më kanë bërë të ndihem mirë me këtë që kanë bërë; Kam thënë se...; Po na ndëgjon fqiu; Po në atë formë. Even in television advertisements, we encounter the use of popular spoken language, ie, written with linguistic errors, perhaps, trying to make the advertisement more convincing for the general public.

Here are some such examples;(“Dokësh si llokum” (KTV), për: Dukesh si llokum.; “Dheze sigurt” (TV21), në vend të: Ka sukses të sigurt, “Këpucat knap”, në vend të: Këpucët tamam.; “Syza t’dillit” (1st Chanel) në vend të: Syza të diellit; Bina edhe ka njo!, në vend të: Na sjell edhe nga një! ; Funa për fëmijë.(TV21) në vend të: Funde për fëmijë. Prishtinalike e vërtetë, në vend të: Prishtinase e vërtetë. Shprehje të ngjashme gjëjmë edhe në “Odeon” ku një këngëtare shprehet se “Jam mitrovicalike” (TV21), në vend të: mitrovicase).

The dictionary used, especially by artists in Albanian TV comedy series, such as “Stupcat”, has an extremely negative impact on young people and their words and expressions, which they use with a completely raspy language and uncontrolled humor, children and young people then repeat among themselves. We should not leave aside the lyrics of songs, especially those of children and fun songs, which are composed and sung in a non-standard language, not to mention those "rap" that also contain street language. But in these cases the TV companies do not bear the full responsibility, however, they could make their selection and not allow young people to be influenced by all kinds of words and expressions inappropriate for young people. Even show hosts neglect to speak honestly when it comes to songs, such as;(“Është kjo një kangë”; “Ndonjë kangë tjetër?”; “Kët kangë mund ta votoni” (Klan Kosova); “Bjen në kurth. (TV21), për: bie në kurthë). Here we have a mixture of the standard of the Albanian language with the Gheg dialect, for the words;(këngë, këngën) and in the last example not using the front node;(të).

The media and the press have a great influence on the language of the people and those who make no effort to ignore it should not be dealt with at all. In this regard, we should single out the news speakers, who try their best to speak and pronounce the Albanian language correctly, as well as some of the worthy leaders of television companies in our country, who also deserve praise.

1.11 The state of the media in Kosovo

Compared to the early post-war period, the state of the media in Kosovo has recently undergone many major changes. Under the regulatory oversight of several different institutions, it turns out that journalists have faced various and not insignificant challenges. In this context, we can conclude that a considerable part of some challenges, in particular the creation of pluralism of media entities, ensuring a degree of sustainability, as well as addressing a number of legal issues have already been overcome. On the other hand, monitoring consistently shows that more work needs to be done to fully establish norms of free expression limit pressure on journalists, and provide a field of professional journalism.

The Constitution of Kosovo includes provisions for the protection of free speech, access to information, and media pluralism. These provisions have led to legal reforms, such as the creation of a law on access to public documents, the decriminalization of defamation, the protection of journalists' sources, and so on. However, more work needs to be done to ensure that policies derived from laws leave no room for misinterpretation and that current laws are being properly implemented.

The issue of laws is just one aspect of the problems that the media face. International reports on journalism in Kosovo have often been vocal about a number of ongoing issues affecting the country's media sphere. One of these challenges is the pressure on journalists. Violence and direct threats, although alarmingly widespread, are no longer the main form of pressure on journalists. With a weak world economy, financial pressure is becoming more apparent in the media and consequently in journalists. This problem is exacerbated by the fact that academic programs in the field of journalism are still in the consolidation phase in the country.

These programs have also met with criticism, leaving on-the-job training as the primary form of professional advancement. Many non-academic training programs have disappeared, leaving few options for professional advancement, with large time gaps between each other and questionable quality. The media still have to deal with financial problems while advertising and other forms of revenue continue to develop.

This is a smaller problem in terms of national broadcast media, which have better advertising relationships, mainly due to the larger number of viewers. Despite having the highest viewership,

the public broadcaster has been the subject of much debate over legal obstacles to its funding through the Kosovo Budget, and questions have been raised about its independence. The resolution of this issue is expected to come in part through the adoption of the law on the public broadcaster, but it is still early to come to a conclusion.

In order to ensure full freedom of speech, the sustainability of the media, and a higher quality of journalism, many challenges in general in the field of media in Kosovo need to be addressed. Resolving these issues requires a consensus of all parties involved, but also raising public awareness. Therefore, the purpose of this study is to analyze the reasons for the most urgent problems in the media sector as well as to appeal for informed suggestions on how these issues can be resolved.

Being a freelance journalist and having full freedom while working in Kosovo is not an easy job. It is easier to have some media that in one way or another are supported by the government.

In recent years it has become very difficult to become a journalist in Kosovo, given the growing number of media outlets. This phenomenon has led to a shortage of professional journalists in these media. So the lack of professional journalists is also affecting the lack of coverage of certain areas by various media, areas which are in the public interest. In addition to reducing the quality of information has also increased the number of online media which produce mainly unprofessional news.

Another factor that affects the lack of professional media is the lack of funding for these media, so in the absence of sufficient funds, we inevitably have a lack of professional journalists.

On the other hand, is the fact that it deserves treatment, which has to do with the development of the media in Kosovo but which does not have to do with difficulty but which relies on the will of people to deal with journalism. In this context, we can say that the opportunities that have been created recently for the development of journalism eliminate the factor of difficulty because everyone has been given the opportunity to practice the profession of journalism, but here it depends on whether there is the will and desire to develop journalism, genuine or not.

In the not-too-distant future, it has been very difficult to penetrate the media, something that is no longer difficult because opening a portal is very easy and carries a very low cost, negligible to

say the least. So with the provision of these facilities, an environment has been created where people who deal with journalism lose the desire to develop themselves as professionals, in order to pave the way for themselves, by offering more credible media, which would mean the advancement of these journalists.

Another important element has to do with the fact that different media do not express much interest in developing professional, research media, because the newsrooms do not want to invest much in this field because in addition to seeking financial means it also requires a great commitment.

The introduction of online media has disrupted the media market in Kosovo. These media which report online give very fast news, in most cases even without verification of information and what is more harmful, lies in the fact that these online media have the ability to smell the demands of the public and all their work, support those demands, thus offering the public what they want to hear and avoiding the professionalism, ethics and also the mission of the media. In this context, important sectors such as education, economy, health, etc. remain uncovered, focusing on the political sector.

Today, journalism but also journalists tend to the most clickable articles, so politics, the black chronicle, or serious events, are what the public has as favorites. Nevertheless, the media in Kosovo still adheres to its mission and work ethic. It does not remove from its repertoire the responsibility of educating the public and guiding it towards important topics of public interest. Here we are giving the current state of the media in Kosovo, where the challenge turns out to be a large number of media, lack of finances, dubious funding (usually those which are funded by businesses, but also those that have a political impact). On the contrary, the media in Kosovo do their job at a satisfactory level.

The media experienced the greatest financial difficulty during the pandemic, whereas as a result many businesses did not work and in this case, there were no business advertisements, which directly damaged the media in financial terms. So the financial aspect not only affects but is a key element for the development of professional journalism. If we refer to genuine and professional journalism, with special emphasis on the research sector we can say that in Kosovo we still have stagnation.

Market liberalization has opened up more opportunities for journalists but has degraded in terms of investigative journalism. Here we can mention two reasons; one lies in the fact that the media are in financial crisis, and as such do not have the opportunity to fund investigative journalists because these journalists and their activity carry a high cost, and the other reason lies in the fact that the source of information is not respected, nor copyright. It often happens that a news item published in newspapers or electronic media, for a short time becomes news of almost all media and portals that operate online, not respecting copyright.

In addition to copyright, the source of information is also a matter of particular importance. Here we have a discrepancy between print journalism which is at a much more satisfactory level compared to online media in terms of the source of information. It has often happened that in the Kosovar media, especially in online portals, false news is spread, as a result of receiving information from dubious sources without providing that information as true or false, and also disrespecting the authorship that was the first to publish the information and that it was received as ready by other media.

Another important element is the protection of privacy in cases of publication of various news related to abuses and involvement in illegal affairs or actions, as well as in cases of various diseases; as we are dealing with the pandemic already widespread around the world, where journalism in Kosovo has been very careful not to report the names of infected people, nor of those healed, only in cases where people have died.

The biggest challenge that the media in Kosovo has had recently is the filing of indictments by The Hague tribunal and the arrest of several KLA leaders. On this occasion, we noticed a very pragmatic and very professional approach by the media in Kosovo, where despite many warnings and many predictions that in Kosovo there may be an escalation of the situation, the media with their language have played an important role in not inciting tensions between different actors. We have noticed that the media have not expressed any critical or accusatory language towards one or the other party, but have only reported on what is happening without trying to blame either party.

To reflect prudently on such situations and other similar ones, of course, journalism requires very professional preparation. In this context, post-war Kosovo has offered many opportunities for higher education, both in the public and private sectors.

These institutions offer the most sought-after areas of education, such as Law, Business Administration, Economics, etc. However, when we talk about journalism, the efforts that have been made to develop programs in this field are very limited where most of them have had limited success and questionable quality.

We have in mind that the lack of quality academic programs inevitably limits the willingness of media entities to sponsor the professional training of their journalists. All this because the return on investment is low.

Another element that causes media entities in Kosovo to lose many employees is that international organizations in Kosovo offer higher salaries and higher job security, which makes it difficult to return long-term investment in the education of journalists. When we add to this the lack of economic growth, we see that these two problems have worsened even more. Thus, the lack of economic growth significantly affects the revenues of media entities and their opportunities to commit resources for professional development from abroad.

The precarious situation of academic programs for journalism is not helped even by the low provision of training modules for journalists.

In post-war Kosovo and its good fortune, with the establishment of the international administration, donor support for the training of journalists was high. Today, unfortunately, this assistance is significantly limited. And as a result, as well as despite the fact that the demand is high, such courses are very rare and most of them are informal and offered by non-professional trainers. So, alternatives for the professional development of journalists in Kosovo are quite rare, or rather are almost non-existent.

It should also be noted that most of this training is conducted on the job, and the level of replacement of journalists in the media is high. So this situation inevitably made the professionalization of training programs in the media unprofitable.

As a result, finding a solution to these ongoing challenges is crucial to ensure that media outlets and journalists in Kosovo cross the final barriers to achieving consistency, independence, and quality.

CHAPTER II: LITERATURE REVIEW

2.1 Views of foreign linguists on borrowings

Communication is the transmission of a message from one party to another. Communication can be in several forms: it can be written, spoken, verbal or non-verbal form. Language as mean of communication helps in the transmission of the message as long as the parties are involved and can understand one another. There are thousands of languages in the world and each of these languages has its own words through which it specifies and conveys the message accurately to the recipient.

Borrowing is a linguistic process where a word of one language is borrowed from another language. We call these borrowed words loanwords. “The process of borrowing occurs when the lexis of the donor language affects the lexis of the recipient language for various reasons, mainly with an effect on the vocabulary, by acquiring a new word form or word meaning or both” (Qreshat, 2019, p. 185).

Borrowing is of great importance in language development. In modern times, we cannot find any language which consists of only its own words. If there is any, then we are dealing with a language that is not developed. Nowadays, people of the world are economically, politically, and scientifically connected, and thus, that languages are also in contact with one another resulting in borrowing words from one another. The more contacts, the more loan words the language will acquire.

Many researchers have been discussing the topic of this paper. Borrowing as a language phenomenon is as ancient as languages. It occurs when languages are in contact with one another. Therefore, it is inevitable for languages to loan new words or phrases from more influential languages. Many linguists have expressed their views on lending and language mixing. Rask & Bopp (2012) pointed out that “Words can be borrowed, but the linguistic structure should not be changed as a result of borrowing” (p.12)

Before we begin to argue the topic, it is useful to become familiar with the concept of borrowings. As we mentioned above, the process of word borrowing is a consequence of

contacts between languages. Haugen defines the word borrowing as “The attempted reproduction in one language of patterns previously found in another” (1950, p. 212).

Whereas, Durkin claims that “the term 'borrowing' describes a process in which one language repeats a linguistic feature from another language, in whole or in part” (2014, p.2). Given this, some scholars claim that “it is easier to borrow a foreign element than to replace it with an appropriate linguistic element of the recipient language” Wheinreich (1953, p.2).

Another definition of the process of borrowing is Jackson and Zé Amvela’s work, where they present borrowing as “the process, in which speakers imitate a word from a foreign language and adapt it to their own language” (2007, p. 38).

Furthermore, Schuchardt claims that “there is no language that is pure, invalid, and unaffected by another language and for it; borrowing was something very normal” (1984, p.29).

“Borrowings are also called loanwords; indeed, the result of borrowing is called a loanword, a word which entered the lexicon of a target language at some point in its history” (Haspelmath and Tadmor 2009, p. 36).

Then again, another term to express the idea of English borrowing is Anglicism. According to Filipovic “An Anglicism is any word borrowed from the English language, which refers to an object or concept when at the time of borrowing it is an integral part of English culture and citizenship” (2006, p.1).

Regarding the influence of English Language in other languages Görlach (1997, p.10) states: “It is a well-known fact that the influence of English in all the major languages of the world is overwhelming, over the last few decades, and with a real probability of further impact”. However, he is surprised at this so far there has never been a comprehensive effort to compare this impact on cultural and linguistic boundaries. According to Görlach “An anglicism is a word or an idiom that is recognized as English in its form but is accepted as a new item in the receiving language vocabulary” (2003, p. 1).

Regarding the terms "loan" and "borrowing" an attention-grabbing idea comes from Kemmer, who argues that those terms are only “metaphors” because according to him “none of the terms

express the actual lending of words from a recipient language to another nor their returning to the source language” (Kemmer, 2013, p.6).

As we can see from above – mentioned definitions, the terms borrowing, loan, and loanword are more synonymous in their meaning. They all mean lexical units that enter the lexical system of the receiving language. On the other hand, the term Anglicism often may have a negative suggestion, because we often borrow a word in English, make it part of our vocabulary usually without any specific reason for that.

There are many reasons why words are borrowed from one language to another. One of the reasons can be as Katamba states that “to adopt a word [is much easier] rather than to make up an original one from nothing” (2005, p. 138-139). Similarly, Danesi and Rocci came to a similar conclusion that “borrowing is a practical strategy for enriching language vocabulary instead of creating new words for new notions as it takes much less cognitive effort” (2009, p. 161).

It has been observed that in Kosovo it was mostly the cultural influence that has made it possible to loan words from other languages, and recently mainly from the English Language. Besides cultural influence, the global approach was another major factor for the increased number of loan words in Albanian. These two factors have been known to be the most influential factors to the need for loan words from other languages and mostly English.

Other reasons why words are borrowed from one language to another are the need for new synonyms and expressions to enrich the language. Then, technological development has definitely made borrowing technological terms necessary to simplify the language, instead of using two or three words for a certain term, a one-word equivalent is found and borrowed from a foreign language. Cultural influence has led to the borrowing of many foreign words as well, as a matter of fashion and popularity, "urban speech habits".

According to Hock and Joseph, “the main reason for borrowing is really a need and also a prestige, as is the case of an English speaker to show his familiarity with recent and prestigious pieces of literature in the English language”. However, the same linguists state, that “the difference between need and prestige is not that huge: if something is prestigious, we may feel a need to imitate and borrow it” (1996, pp. 271-272).

2.2 Views of Albanian linguists on borrowings

Regarding the phenomenon of borrowing words from the English language, Albanian linguists still do not have a clear opinion on this issue. All we can encounter is a definite and one-sided opposition, without making a proper analysis. They share only a common opinion, in taking immediate measures to eliminate in the Albanian language. Based on their analysis, these borrowed words are abusing the norms of the Albanian language.

Regarding the inappropriate use of Anglicism, using a loanword instead of a domestic word, Nuhiu, made a deeper and more far-sighted study claiming that “the dominating principle of allowing or preventing borrowing of foreign language elements should be implemented: not to borrow by all means, but also not to stop borrowing completely” (2008, p.111).

Nuhiu describes borrowings as “major violations of the literary norm” (2008, p.112). He even considers these violations of two types. In the first case, he emphasizes that “it has not been achieved to respect the linguistic norms at the grammatical, morphological, and even syntactic level” (2008, p.,112).

On the other hand, Memushaj emphasizes that “foreign language uses are unnecessary, which today are used to a certain extent in written language and as more pronounced in spoken language” (2011, p.110). He argues that “this use of words and linguistic constructions which occur as a result of a lack of linguistic culture should be avoided” (2011, p.110). His theory is grounded on the fact that the Albanian language possesses formulating instruments for such cases.

Such issues, which can be considered very important and perhaps vital for one’s national language, and as a result can have an impact both in behavior and in culture, certainly have a beginning and an address. Local researchers although few in number, have made efforts to shed light on this issue. They have brought some conclusions regarding borrowings in the Albanian language, but have paid special attention to Anglicism in the period of the last two decades. They have focused on the Kosovar media, describing it as the most influential sector in the use of Anglicism in the Albanian language.

Researchers Sejdiu and Alla state: “It is mainly the journalists, economists, politicians, lawyers and many others who speak an undefined Albanian language, which can be hardly understood by older people or those who do not understand English (2015, p. 31)”. They agree that “the use of Anglicism on speaking and writing does not make one more intellectual” (2015, p.31), which means that the diffusion of Anglicism in Albanian language should be controlled. If there are equivalents of current Albanian words why use the English words, or other foreign words. In this regard they state, “The Albanian language should be developed and concurrently protected via active mechanisms from the uncontrolled Anglicism which are being used instead of words with the same equivalence (2015, p. 31)”. However, they point out that some Anglicism are necessary because they name new concepts in the Albanian language, as in the case of technology where there is no appropriate word in Albanian such as “project, internet, computer, e-mail, record, printer, coalition, investment, export, import, radar, database, etc.” (2015, p.32).

The results of their research show that some news sections use up to 40% of functional foreign words. According to their publications, our Kosovar media uses Anglicism in many fields, where the fields of politics, law, and economy are mentioned as the most prominent.

Nowadays, English is a well-known, very famous, and widely accepted language almost in every modern and developed country across the globe, without any exception. Except in Kosovo, its influence is extended to the surrounding areas where the Albanian language is spoken.

The pressures of western languages on Albanian language are diverse, however, many personalities or lecturers use foreign words to divert the opinions for many people think speaking a foreign language is a privilege. However, the violation of public communication for the sake of the speaker's vanity or the desire to sound up-to-date should not be tolerated, especially when consumed in the context of the mass media. Radio and television are one of the ways overflowing Albanian language with foreign words.

Unnecessary foreign words should be avoided, for example, investigator instead of *hetues*, support instead of *mbështetje*, etc, at the same time, the words that have already ‘acquired the right of citizenship’ they rather enrich with synonyms than they damage the lexical treasure of Albanian, such as, *hezitoj-nguroj*; *stabel-i qëndrueshëm*; *unanim-i njëzëshëm*; *prioritet-përparësi* et.” (Zeqiri, 2013, p.91).

Zeqiri, 2013, p.91) adds:

Here the difficulty comes from the fact that most of the materials on radio and television are given at the last minute, to be as up-to-date as possible, the writing or translation approaches the features of simultaneous where under the influence of pressure — in the active vocabulary of the translator are used words more automated according to the model of gravity.

Referring to the research of the above-mentioned authors but also of other authors, one thing is inevitable that due to development of technology it is a necessity that the Albanian language borrows new words, especially from English language, to fill in the voids of technology terminologies. During the consultations of various researches of Albanian linguists, who have dealt with the issue of borrowing foreign words, in our case Anglicism, we encounter almost the same attitude.

Perhaps the loyalty to the mother tongue, or even the fear of damaging it, has made that in almost all cases of the authors' writings, emotional feelings affect more than that of reason. In a positive sense, they carry the responsibility of conveying the message to citizens and institutions, that languages are easily endangered by external influences if they are not taken care of. In the context of preserving the language from the influence of other languages, these researchers have given evidence that many foreign words are unnecessary to be used in the Albanian language, as long as the Albanian language possesses equivalents for these words. However, given this fact, but also not ignoring the fact that languages also have their own expressive power, as is the case of this influence of English on Albanian, where English words dominate over the Albanian ones, although simply used as equivalents, we can conclude that there is a lot to be done.

CHAPTER III: RESEARCH METHODOLOGY

This study was conducted to show the impact of the use of Anglicism in the Albanian language. This phenomenon is led by the media, and the people who constantly use Anglicism are the ones who transmit the news to others. So given the influence of the media in Kosovo, this phenomenon has already taken over the sectors of all spheres of life in Kosovo. Special emphasis is placed on the institutions represented by the political elite of Kosovo, where the use of Anglicism in official documents is largely noticed. In this context, we must also mention the opinions for and against the use of Anglicism by a part of society. These and other reasons, we consider to be a strong basis and of interest for society in general, and language in particular, to answer the phenomenon of the use of Anglicism in the Albanian language.

3.1 Aims and Objectives

The purpose of this thesis is to bring the product and content of a new research study, which is related to the enrichment of the Albanian language with new words from the English language. The target of this study is the Kosovar media. It is now obvious that Anglicism is increasingly used in the Albanian language in all sectors and spheres of life, where the purpose of this study will be to shed light on the reasons for the use of Anglicism in the Albanian language. It will also be tried to shed light on the rationale for the use of Anglicism, in relation to the existence of equivalent words in the mother tongue. Furthermore, the purpose of the research is to see to what extent these Anglicism are adapted and acceptable in the recent Albanian language dictionaries.

My research aims to:

1. Present the current situation of the Albanian language in Kosovo.
2. Present some Anglicism used in Albanian language.
3. Study the influence of the media in the Albanian language.
4. Shed light on the adaption of Anglicism in the word formation of Albanian language.

3.2 Research questions

1. Is the society in Kosovo aware of the use of English borrowings?

2. Do the English borrowings change the sentence structure in Albanian language?
3. Does the Kosovo media have the major role in adaption of English borrowings in Albanian?
4. Do the new borrowings find place in the recent dictionaries of Albanian language?

3.3 Hypothesis

- 1.The society in Kosovo is aware of the use of English borrowings in formal and non-formal settings.
- 2.The English borrowings interfere with the Albanian syntax.
- 3.The Kosovo media has the major role in the adoption of the English loan words in the spoken and written Albanian.
- 4.The English loan words are comforted in the recent Albanian language dictionaries.

3.4 Participants

Participants in this study were university students from the English department of the Language, Culture and Communication faculty at South East European University, professors of Albanian language and also journalists from various media in Kosovo.

- 10 - University students from the English department of the Language, Culture and Communication. The target audiences were a mixture of both genders.
- 10 - Professors of Albanian language. The target audiences were a mixture of both genders.
- 10 - Journalists from various media in Kosovo.

3.5 Instruments

In this research, the instruments that were used were 30 questionnaires.

Each questionnaire was made up of 11 questions that were the same for all targeted groups, including 30 participants, in general, representing three different perspectives.

These questions were multiple-choice in which case a few of those questions were allowed to be given more than one answer.

Our research was offered to competent persons, respectively professionals in special fields (professors of the Albanian language, English language, and journalists of various media) including both genders and the age of 21-45 years, all this for the sake of extracting quality data.

Given the diversity between rural and urban centers, and to extract the most accurate data, we have included both parties in our research.

We remind you once again that to obtain the highest quality data, the participants in the survey have the lowest level of university degree education, continuing with master's and Ph.D. degrees.

3.6 Procedure

The framework of this study will be used for comprehensive research that will be based on a qualitative analysis that includes questionnaires that will specify the opinions and attitudes of professionals in the field. The research will be addressed to competent persons, linguists: Albanian and English, for a professional opinion, but will be further expanded to include media institutions, as competent for the use of Anglicism. These questionnaires will be distributed to 10 SEEU graduate students in English, 10 Albanian Language Professors, as well as 10 journalists from various media. The main purpose of this research was to know if the people of Kosovo are aware of using Anglicism and to test the hypothesis of this study through qualitative research to conclude.

Given that the research engages three different parties to extract data from three different perspectives, where the parties conflict with each other, we from the beginning wanted to conclude to what extent the respondents have the most knowledge of the meaning of the word Anglicism. In connection with this, we have asked them to respond to some borrowed words, how they use them in their lexicon and whether they know equivalent words.

Since the main target of this research is the media in Kosovo, we addressed the respondents with the question of whether they have heard in our media the use of words from the English language for their equivalents in the Albanian language. In this regard, respondents were asked in which media they encounter the greatest use of English words.

While this phenomenon is already known, we have found it important to extract data regarding the justification of the use of English words even in cases where they are used instead of equivalent words in the Albanian language. Respondents were also asked whether they justify the use of English words in the absence of words in the Albanian language.

The influence of the English language is already very normal, and of course, this phenomenon is further strengthened by the issue of globalization and the development of technology where it inevitably touches on the issue of lack of Albanian words for different names and concepts, especially in these rapid technological developments. , and our interest has been to shed light on this issue as well, trying to conclude as to which of the above issues is the reason for the use of English words in the Albanian language dictionary.

Today the influence of the media is very powerful and inevitably affects every sphere of life in Kosovo (starting from the sector of education, art, music, sports, culture, etc.), and this influence of the media in the use of English words has made which is also present in various official documents, an issue which we have also included in the research.

A very interesting phenomenon and which we have considered necessary for research is the fact of the use of English words in texts translated into Albanian from the English language.

Considering this use of English words in the Albanian language dictionary, however, the necessity of extracting data on whether the Albanian language is endangered by the use of English words has appeared.

And finally, if the data show that the Albanian language is really endangered in the context of losing its identity, we have certainly been interested in seeking an address or responsibility for who is competent to prevent this phenomenon: educational institutions, politicians, academia of sciences, media or any other.

The information that will be obtained from these questionnaires will help us shed light on the use of Anglicism in the Albanian language by the Kosovar media and the accommodation of these Anglicisms in the lexicon of the Albanian language.

CHAPTER IV - DATA ANALYSIS

Age - Mosha

33 responses

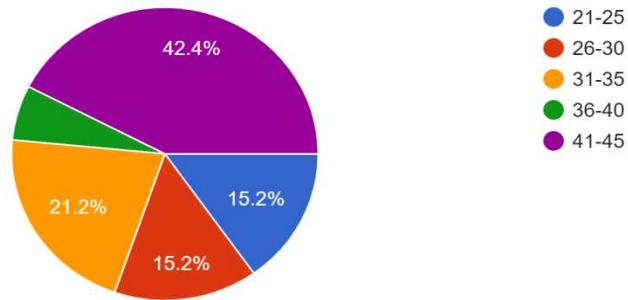


Fig. 1: *The age of the respondents who participated in the questionnaire*

This research is based on qualitative data and from the beginning, we were determined that respondents, in addition to their respective professions, also possess high knowledge from their experience. Participants of this questionnaire are people of ages from 21-25 to 41- 45 years old.

As the chart above shows, the largest percentage of people who have participated in the research, are of the age of 41-45 years, expressed in percentage 42.4%, followed by age groups from 21-25 and 26-30 years with an equal percentage of 15.2%. With a higher percentage than the two above-mentioned age groups, we have separated the respondents of the age group 31-35 years, expressed in percentage 21.2%, and at the very end with a small percentage; there are the respondents of the age group 36-40 years, expressed in percentage 6%.

Gender - Gjinia
33 responses

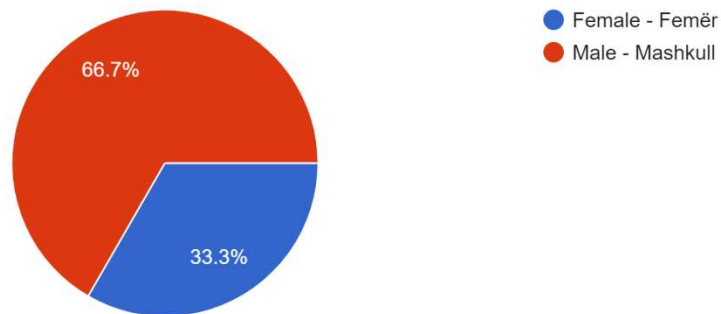


Fig. 2: *The gender of the respondents who participated in the questionnaire*

In terms of gender, the participants of the questionnaire are of both genders, female and male. The chart above shows that 33.3% female respondent and 66.7% males respondents have participated in the questionnaire. It should be noted that the research highlights a phenomenon that prevails in our country, where women still remain a quota for inclusion in state institutions, and by no means to achieve the so-called gender equality where women would be given the space they deserve.

Residence - Vendbanimi
33 responses

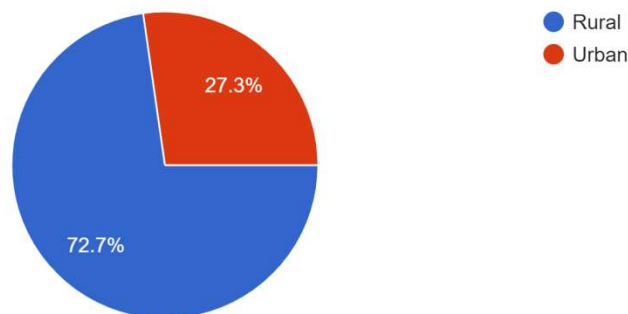


Fig. 3: *The residential area of the respondents who participated in the questionnaire*

In terms of residence, the results show that 27.3% of the respondents live in urban areas while 72.7% of the respondents live in rural areas.

Level of education - Niveli i arsimimit
33 responses

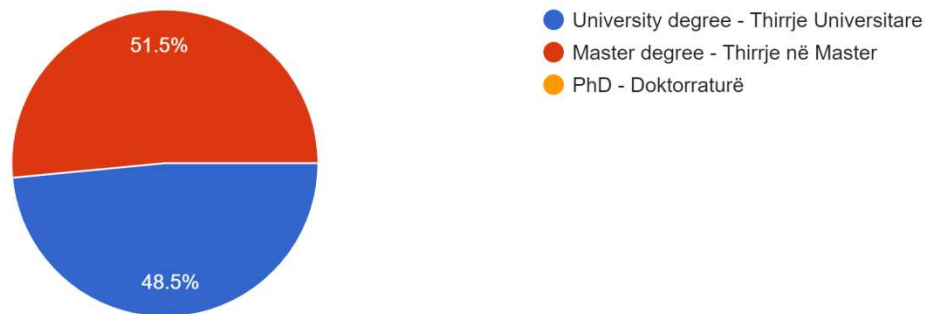


Fig. 4: *The level of education of the respondents who participated in the questionnaire*

When we started working on this research, we noticed that the topic is very sensitive and of particular importance. Due to the importance of the research we have tried to be quite selective of respondents to participate in the questionnaire, thus we aimed only respondents with a university degree. As the chart shows 48.5%, of the respondents have a bachelor degree while 51.5% of the respondents have a master degree. Our aim was to have respondents with PhD degree, but we couldn't manage to have any.

Occupation - Profesioni
33 responses

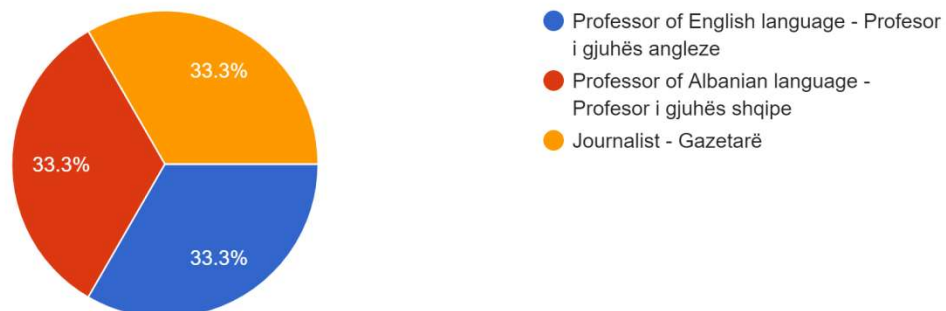


Fig. 5: *The occupation of the respondents who participated in the questionnaire*

Our research is based on qualitative data and the respondents of our research are 11 English teachers, 11 Albanian teachers and 11 reporters who work in different media. As the chart shows, the participants in the research are of all three categories with the same percentage of 33.3%.

English language level - Niveli i gjuhës angleze
33 responses

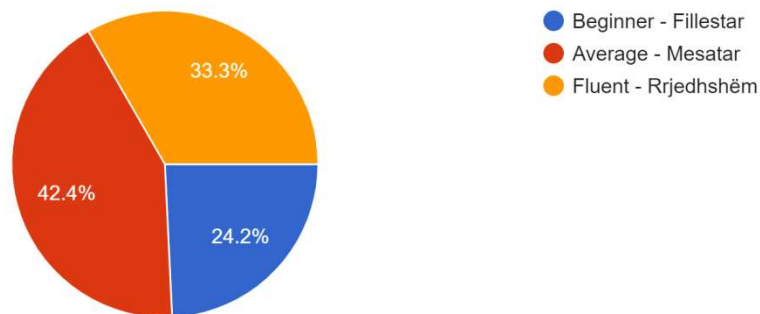


Fig. 6: *The level of English language of the respondents who participated in the questionnaire*

In order to extract the most accurate data, the level of English language proficiency of the research participants was preferred. The chart shows that the research has a satisfactory degree of reliability and accuracy based on the percentage of English language proficiency of the respondents. The results presented in the chart shows that the knowledge of English language of the respondents varies from 24.2% as beginners, 42.4% with intermediate level and 24.2% of respondents are very fluent in English. This percentage of the respondents' level of English language is an indicator of qualitative data.

Do you know the meaning of the word " Anglicism " - A e dini kuptimin e fjalës " Anglicizëm "?
33 responses

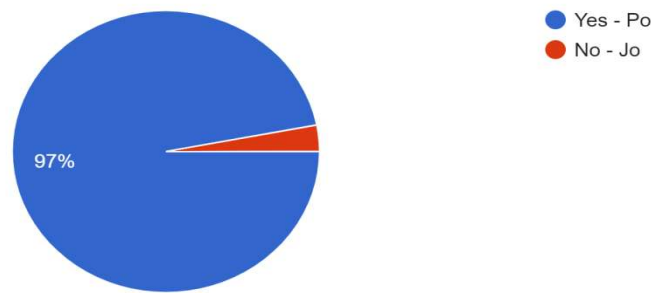


Fig. 7: *The meaning of the word “Anglicism”*

The use of English words in the lexicon of the Albanian language is already known as Anglicism. It is no coincidence that we have chosen Anglicism as the first question, in order to strengthen our conviction of the data that will emerge from the research from the answers of the respondents to this question. Considering that 97% of the respondents claim they know the meaning of the word Anglicism, we believe the data of this research will be genuine. The 3% of the respondents, who claim they do not know the meaning of the word Anglicism, belong to the reporters group of respondents.

How do you use the following borrowed words in your lexicon? If you know the relevant word in Albanian, write it in Albanian. - Si i përdorni fjalët...----- Influencë:
32 responses

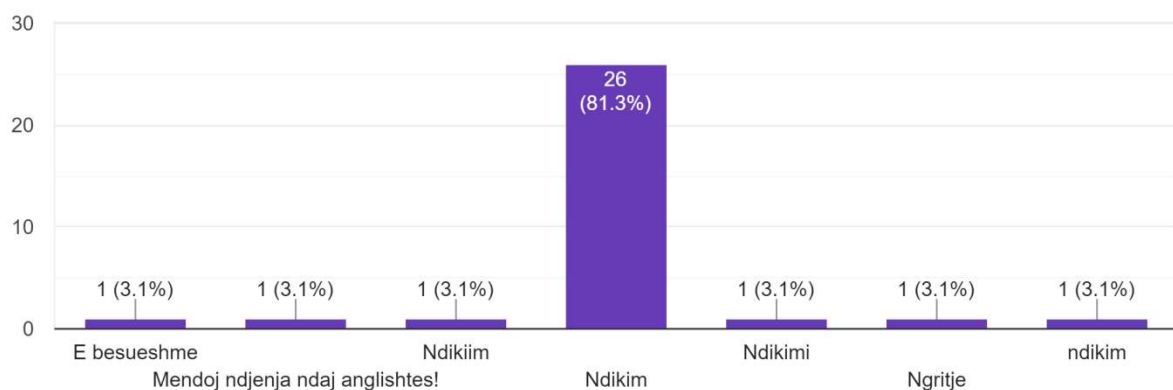


Fig. 8: *The use of borrowed words and their meaning in Albanian language*

The inclusion of English words or Anglicism in Albanian language is already an undeniable fact. During the elaboration of this topic, we have given sufficient facts about the consequences of this phenomenon where the Albanian language is borrowing words from the English language every day. Apart from the fact that this phenomenon is happening due to the lack of words in the Albanian language, Albanian speakers use Anglicism even when the Albanian language has its equivalents. Thus, we have selected some loanwords that are more commonly used and the respondents were asked whether they use some of these words in the Albanian language, and if they knew the relevant word in Albanian. The data in the chart show that the respondents who participated in the questionnaire, 90.6% of them know the word "influence" as anglicism whose equivalent in the Albanian language is "ndikim". Even though, the percentage in the chart is lower, it is because the word “ndikim” was misspelled in Albanian, and as a result it was shown in other percentages in the chart, however it is the same result. 3.1% of the respondents think “influence” means “e besueshme” and another 3.1% think it means “ngritje”/

Lidership:
29 responses

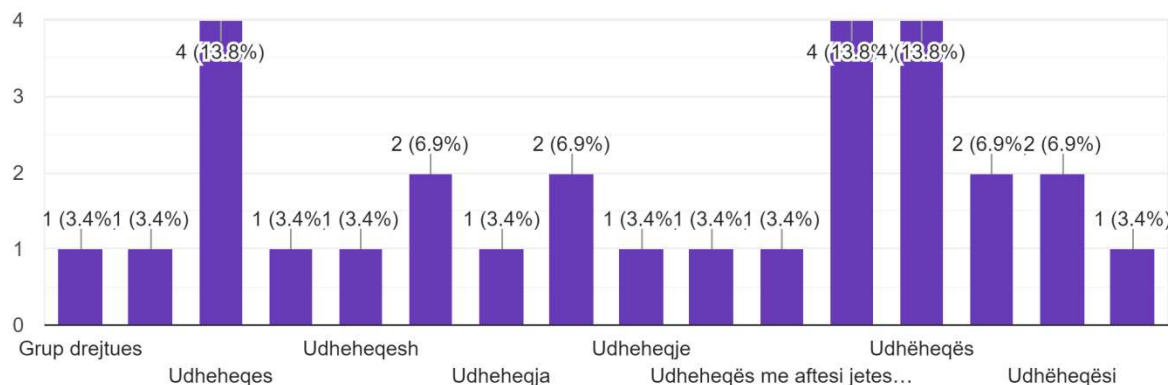


Fig. 9: The meaning of the word “Leadership”

Regarding the meaning of the word "leadership", 3.4% of the respondents as it is shown in two columns, think the word "leadership" means "grup drejtues". 13.8% of the respondents think it means “udheheqes” which is misspelled in Albanian, while 13.8% of the respondents think the word leadership means “udhëheqës” which is shown in two columns with the same percentage. During the more detailed analysis, we have concluded that the respondents of the Albanian

language profession have given the correct answers, while the diversity of the graph has occurred due to misspelling of the word by the respondents.

Kualitet:

31 responses

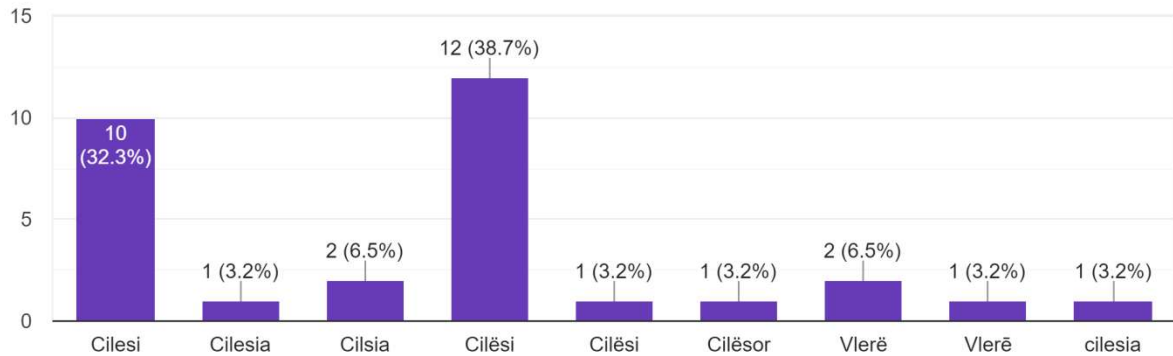


Fig. 10: *The meaning of the word "Kualitet"*

About the meaning of the word "quality", it turns out that we have a percentage of 100% as correct, of the 31 respondents who answered this question. In this case as well, as in the previous one, the respondents misspelled the word and used synonymous words such as: `` cilësi, cilësor, cilësia, and vlerë``, which the percentage is shown in separate columns in the chart.

Rezistencë:

31 responses

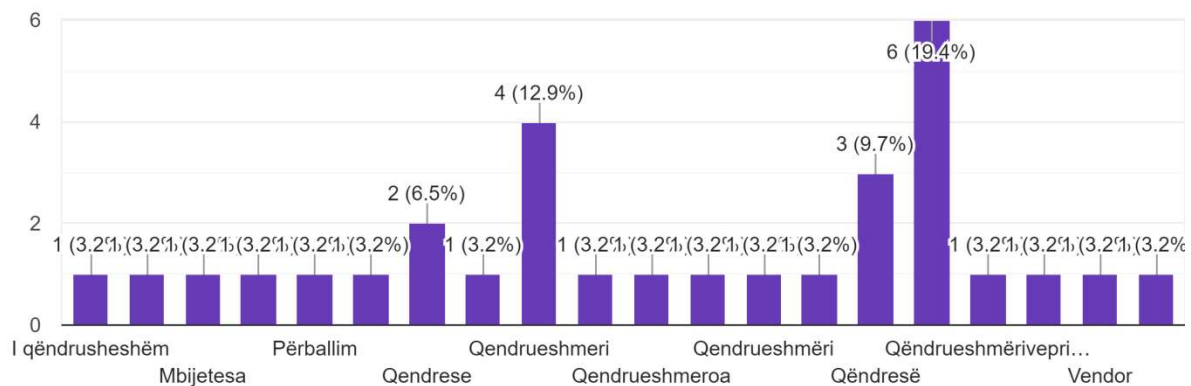


Fig. 11: *The meaning of the word "Rezistencë"*

The word "resistance", was understood by most of the respondents, however the chart show several different results, this was due to the misspelling of the word as well. 3.2% of the respondents think the word “resistance” means “mbijetesë” another 3.2% of the respondents think it means “vëndor”, which means that 93.3% of the respondents know the correct meaning of the word “resistance”.

Interaktivitet:
28 responses

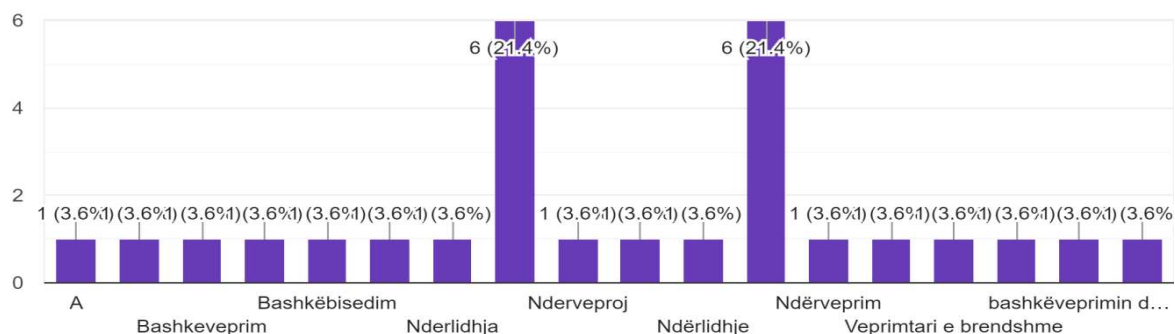


Fig. 12: The meaning of the word “Interaktivitet”

42.8% or 12 out of 28 respondents know the meaning of the word “interaktivitet” which is shown in the chart in two columns, because some of the respondents used it as a verb and some as a noun. 10.8% think it means "bashkeveprim" 10.8% think it means "bashkëbisedim". 3.6% think it means " ndërlidhja " and “ndërlidhje” 10.8%, think it means “veprimtari e brendshme” , as and 10.8% think it means “bashkeveprim”.

Have you heard in our media the use of English words for their equivalents in Albanian? – A keni ndëgjuar në media tona përdorimin e fjalëve angleze në vend të fjalëve në gjuhën shqipe?
33 responses



Fig. 13: The use of English words by media for their equivalents

To the question whether the correspondents heard the use of English words instead of Albanian words, in their equivalents, the respondents answered 100% positively.

In which media do you encounter the most use of English words? - Në cilën media hasni më shumë përdorimin e fjalëve anglisht?
33 responses

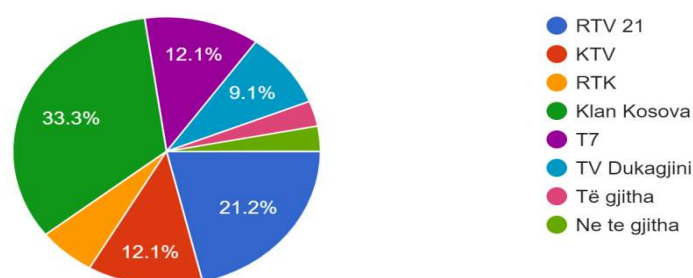


Fig. 14: Which media use the most the English words

Regarding the use of Anglicism by the media, to the question; In which media do you encounter the most use of English words? There were 33 respondents. According to the respondents we realized that a very large number of media use English words, respectively all media. According to the respondents among the media that use English words the most is Klan Kosova with 33.3%, followed by TV 21 with 21.2%, then T7 with 12.1%, TV Dukagjini with 9.1%, RTK with a small percentage, and finally a small number of the respondents think that all media use English words, however, the chart does not show it in percentage.

Do you justify the use of these English words even in cases when they are used as an equivalent for words in the Albanian language? - A e arsyetoni...rdoren si ekuivalente për fjalët në gjuhën shqipe?
33 responses

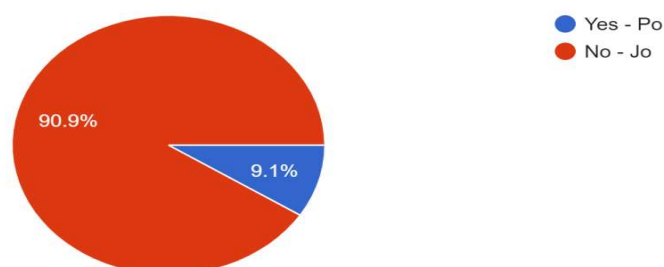


Fig. 15: Justification of the use of English words in cases when they are used as an equivalent for words in the Albanian language

To the question whether they justify the use of English words in the lexicon of the Albanian language even in cases where the Albanian language has equivalents for the respective words. The results show that a large percentage of respondents do not agree that Anglicism should be used in the Albanian language in cases where the Albanian language has its equivalents. Out of 33 respondents, it turns out that 90.95% do not justify the fact of using Anglicism for equivalent words, while 9.15%, are in favor of using Anglicism even in cases where equivalent words exist.

Do you justify the use of these words of the English language in cases when they are used in the absence of words of the Albanian language? - A e ...përdoren në mungesë të fjalëve të gjuhës shqipe?
33 responses

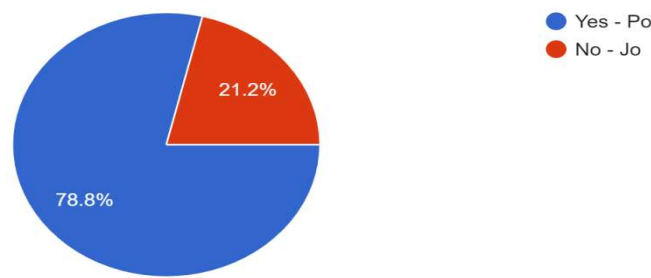


Fig. 16: *Justification of the use of English words in cases when they are used in the absence of words in the Albanian language*

Given the question how much they justify the use of Anglicism in the Albanian language in cases when the equivalents of the respective words are missing, 78.8% of the respondents gave a positive response while 21.2% gave a negative response.

What do you think is the reason for the use of English words in the lexicon of the Albanian language? - Cila mendoni se është arsyeja e përdorimit të fjalëve angleze në leksikun e gjuhës shqipe?
33 responses

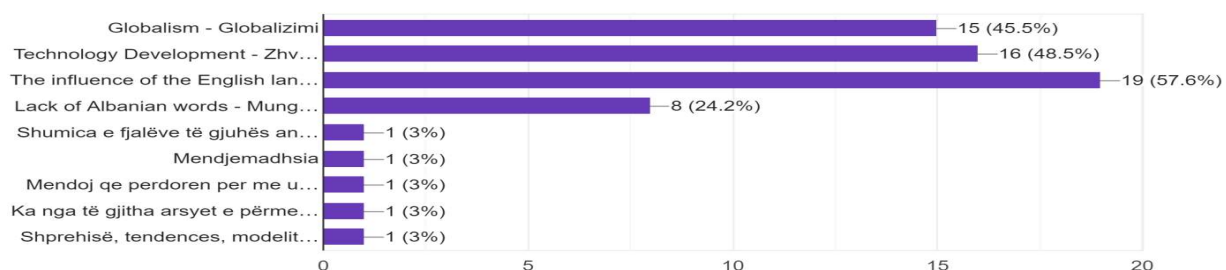


Fig. 17: *The reason of the use of English words in the lexicon of the Albanian language*

The Albanian language throughout its existence and development has accepted words from foreign languages. The 21st century brings a new climate to the globe where the English language dominates in almost every corner of the globe. With the power of economic, educational, cultural, and military influence, and with special emphasis on the development of information technology, Kosovo has inevitably become part of the influence of the English language in every sphere of its life. According to the research results, among the most common reasons for the use of English words in the Albanian language is technological development and globalization. Out of 33 respondents who participated in the research, 19 of them or 57.6% think that it is the influence of English on the Albanian language, 16 or 48.5% think that it is the development of technology, 45.5% think that it is globalism, the lack of words in the Albanian language 24.2 %, while other reasons such as habit, arrogance, and others by 3%.

Have you ever encountered the use of English words in official documents? - A keni hasur ndonjëherë përdorimin e fjalëve anglisht në dokumentet zyrtare?

33 responses

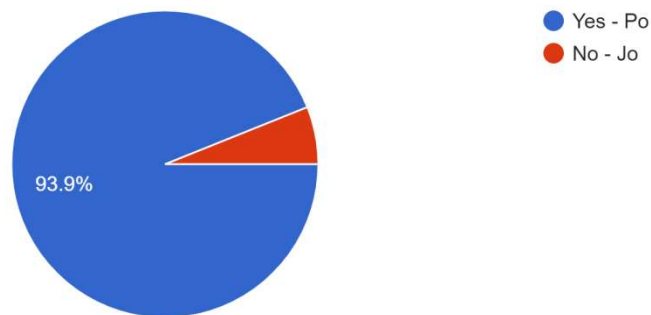


Fig. 18: *The use of English words in official documents*

English loanwords can be seen also in the official documents of political and social life in Kosovo. Another question of the questionnaire was whether people have encountered the use of English words in official documents, where out of 33 respondents; 93.95% responded that they have seen English words in official documents.

Have you ever encountered the use of English words in texts translated into Albanian from English?
- A keni hasur ndonjëherë përdorimin e fjalëve angl...e në tekstet e përkthyer në shqip nga anglishtja?
33 responses

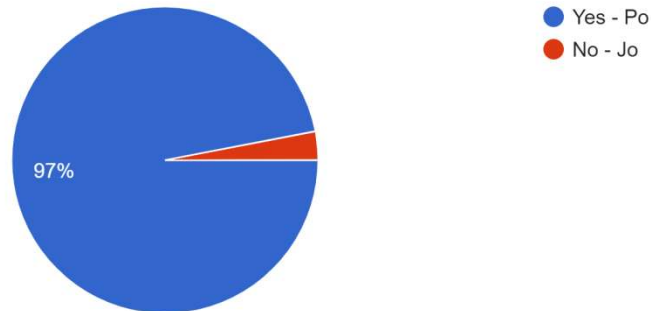


Fig. 19: *The use of English words in texts translated into Albanian from English*

Given the question; Have you ever encountered the use of English words in texts translated into Albanian from English, out of 33 respondents; 97% responded that they have seen English words in the translated texts, whereas 3% responded that they have not encountered any English words in the translated texts from English into Albanian.

Do you think that the Albanian language is endangered by the use of English words in its lexicon? -
A mendoni se gjuha shqipe rrezikohet nga përdorimi i fjalëve angleze në leksikun e saj?
33 responses

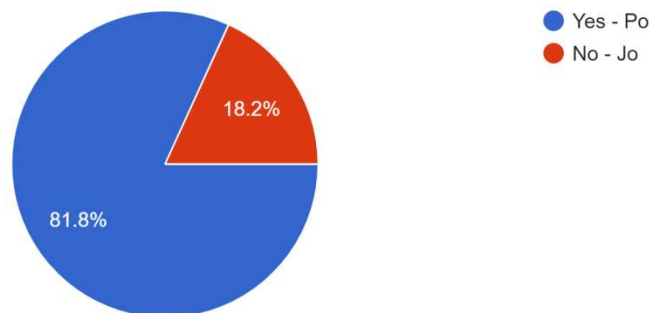


Fig. 20: *Endangerment of Albanian language by the use of English words in its lexicon*

To the question whether the Albanian language is endangered by the use of English words, the most of the respondents answered yes or 81.8%, while the rest believe that the Albanian language is not endangered by the use of English words in its lexicon, or 18.2%.

If you think that this phenomenon poses a risk of damaging the Albanian language, then who do you think is responsible for its prevention? - Nëse...endoni se është përgjegjës për parandalimin e saj?

33 responses

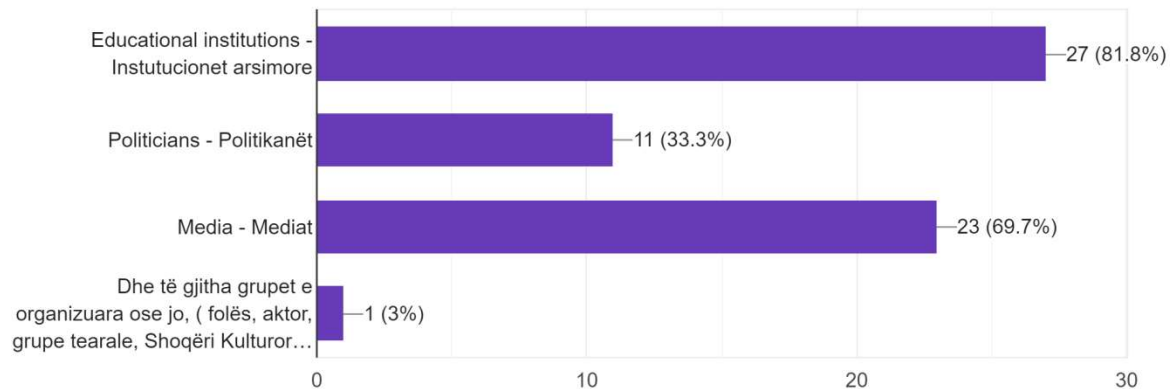


Fig. 21: *If this phenomenon poses a risk of damaging the Albanian language, who is responsible for its prevention*

Given the question: If you think that this phenomenon poses a risk of damaging the Albanian language, who do you think is responsible for its prevention, responded 33 respondents, out of 33 respondents 27 of them or 81.8% responded that the educational institution are responsible for prevention of this phenomenon.

11 of them or 33.3% think that politicians are responsible, 23 or 69.7% think the media is responsible and 1 respondent thinks the entire society is responsible to prevent this phenomenon.

CHAPTER V: CONCLUSION

This chapter aims to summarize previous chapters and to present the findings of the research. In the “Literature review” chapter is given a broad overview of the use of Anglicism, both globally and locally, ie their use in the lexicon of the Albanian language. This study also explores the use of English loanwords in media in Albanian language as well as the increasing influence of the English language on the Albanian language as an example of linguistic changes as a result of contacts between countries.

5.1 Summary of the Research Results

The use of Anglicism in the lexicon of the Albanian language, or more precisely, the use of Anglicism in the Kosovar media has been our main focus in this research. The elaboration of this topic has highlighted that the term Anglicism is already a well-known fact in the lexicon of the Albanian language, not only as a special word but also in the sense of the number of words inflicted in the lexicon of the Albanian language.

Nowadays, what is universally accepted is that no language is pure, and that there is no language that is not influenced by the languages of neighboring countries, and the languages of the countries which they been in contact with or languages with strong political influence. socio-economic such as the case of English today which has a worldwide impact.

During its historical development, the Albanian language has borrowed words from many other languages, such as English, Turkish, Serbo-Croatian, Italian, Greek, mainly with the languages it has been in contact with. The influence on these languages has also left visible traces in other aspects of social life and customs.

Given that this research is based on qualitative data, we made sure that respondents are as competent as possible in terms of their professions, level of education and also the level of knowledge in English. Thus the respondents belong into three categories; English teachers, Albanian language teachers and journalists, some of them have a bachelor's degree and some master's degree. We emphasize that all respondents have a satisfactory level of knowledge in English. The age of the respondents is from 21-45 years of age. Both genders were included in the questionnaire, where the data show that 33.3% of respondents belong to the female gender and 66.7% to the male gender.

Considering that the research is related to the use of Anglicisms in the lexicon of the Albanian language, regarding the first question; how much do the respondents know about the word or term “Anglicism” the data show that 97% of the respondents know the meaning of the word “Anglicism”.

Besides the use of English words in the lexicon of the Albanian language in cases where the Albanian language lacks certain words, there is also the phenomenon that the Albanian language uses anglicisms even in cases when it has its equivalent words. Based on this fact, we addressed the respondents with the question whether they have knowledge of the equivalents of some English words, among the most used in the lexicon of the Albanian language such as; influence (influenca), leadership (lidhësi), quality (kualitet), resistance (rezistencë), and interactivity (interaktivitet). The results of the research show that 85.28% of respondents know the equivalent words. The results in percentage for each word are as follows; Influence 90.6%, Leadership 100%, Quality 100%, Resistance 93.3%, and finally the respondents have less knowledge about the word ‘Interactivity’, with a percentage of 42.8%. So far we have provided the results obtained from the questionnaire in terms of knowledge of respondents about the equivalents of anglicisms in the Albanian language, whereas in the question whether the respondents have heard of the use of English words instead of Albanian words, even in cases when the Albanian language has its equivalents, the respondents answered positively, with yes, or in percentage - 100%.

Considering that the main focus of the research was to obtain qualitative data on the use of Anglicism in the Kosovo media, we addressed the respondents with the question which media do they think use the most English words. According to the respondents Klan Kosova use the most with 33.3%, followed by TV 21 with 21.2%, then T7 with 12.1%, TV Dukagjini with 9.1%, RTK with a small percentage, and finally a small number of respondents think that all media use English words.

Considering the data on the use of anglicisms in Kosovo media we realize that borrowing words from English and using them in Albanian language is a valuable asset for the Albanian language, and that for the fact that the Albanian language lacks many equivalent words for special names, especially in the in science and technology field.

The results show that a large percentage of respondents do not agree that Anglicism should be used in the Albanian language in cases where the Albanian language has its equivalents. Out of 33 respondents, it turns out that 90.95% do not justify the fact of using Anglicism for equivalent words, while 9.15%, are in favor of using Anglicism even in cases where equivalent words exist. However, there is no doubt that the media in Kosovo have the main role and influence in the use of English words in the Albanian language and the equivalents of the current Albanian words are not used because of the prestige of the English words but because of the necessity of new words and the lack of words in Albanian for certain names as a result of globalization and technology development. Even though the term Anglicism sometimes may have a negative suggestion, as the responses of the respondents show, it is because we often borrow a word in English, make it part of our vocabulary usually without any specific reason for that.

The Albanian language throughout its existence and development has accepted words from foreign languages. The 21st century brings a new climate to the globe where the English language dominates in almost every corner of the globe. With the power of economic, educational, cultural, and military influence, and with special emphasis on the development of information technology, Kosovo has inevitably become part of the influence of the English language in every sphere of its life. According to the research results, among the most common reasons for the use of English words in the Albanian language is technological development and globalization. Out of 33 respondents who participated in the research, 19 of them or 57.6% think that it is the influence of English on the Albanian language, 16 or 48.5% think that it is the development of technology, 45.5% think that it is globalism, the lack of words in the Albanian language 24.2 %, while other reasons such as habit, vanity, and others by 3%.

It has been observed that in Kosovo, it was mostly the cultural influence that have made possible to loan words from other languages, and recently mainly from English Language. Besides cultural influence, global approach and technology development were other major factors for the increased number of loan words in Albanian.

English loanwords can be seen also in the official documents of political and social life in Kosovo. Another question of the questionnaire was whether people have encountered the use of English words in official documents, where out of 33 respondents; 93.9.5% responded that they have seen English words in official documents.

Given the question; Have you ever encountered the use of English words in texts translated into Albanian from English, out of 33 respondents; 97% responded that they have seen English words in the translated texts, whereas 3% responded that they have not encountered any English words in the translated texts from English into Albanian.

The results of the research show that the presence of English words in texts translated into Albanian from English, is only one field of many other fields where we may encounter loanwords, such as news sections, the fields of politics, law, and economy.

Regarding the concern whether the Albanian language is endangered by the use of English words, most of the respondents answered yes or 81.8%, while the rest believe that the Albanian language is not endangered by the use of English words in its lexicon, or 18.2%. However, the respondents think the educational institution are responsible for prevention of this phenomenon along with politicians and media.

It is a fact that languages are easily endangered by external influences if they are not taken care of and preserving the language from the influence of other languages requires that foreign words which are unnecessary to be used in the Albanian language, should not be used as long as the Albanian language possesses equivalents for these words.

CHAPTER VI: LIMITATIONS AND RECOMMENDATIONS

6.1 Limitations

As most studies have their limitations, accordingly, during this research some difficulties were encountered as well. The first problem we have faced was the lack of literature on the topic we addressed. During the efforts to provide literature we have noticed that the topic we have selected for research, has been treated very little by other authors.

It has also been very challenging to find information on the internet because we have found almost no genuine publication on the topic we have chosen for treatment. The same difficulty has accompanied us in the provision of books, where we emphasize that we had to provide a dozen of books in order to extract sufficient information related to the topic we dealt with.

Another problem that has accompanied us during the research stages has initially been the identification and selection of respondents, as well as establishing contacts with them.

It has been very difficult to make contact with the respondents selected for the survey, because they live in different settlements in the Republic of Kosovo, and also the very difficult situation with the pandemic we had during this time.

This situation caused our research to take longer than we had planned.

There has also been a little difficulty in assuring the respondents, that their data will be confidential, and that the survey results will only be published in the total number of survey participants.

6.2 Recommendations

The phenomenon of the influence of languages from each other in the contemporary context of globalization, and with particular emphasis on the context of virtual communication, is inevitable. This is especially noticeable in cases when new concepts are introduced. Like any other language, the Albanian language is not immune to preventing this phenomenon, especially in relation to the English language. This phenomenon is the result of many factors, but a key factor is considered to be the rapid development of information technology.

During the research we obtained data that the accommodation of English words is treated from two perspectives; from the fact that the lexicon of the Albanian language is poor in relation to the naming of new concepts, and on the other hand, when it accommodates new words and uses them instead of existing ones. Replacement of existing words is considered inappropriate, where it is required to use a criterion to control this development, as it becomes an obstacle to the development and unification of the norm of the Albanian language.

The research findings show that the phenomenon of increasing anglicisms in the Albanian language occurs mainly from our media. The situation in our media is characterized by significant developments, and there is almost no criteria of ethical and professional aspect, so the criticism and call on the media to be more careful in their work, is very reasonable. The establishment of a commission under the umbrella of the media in Kosovo, which would deal closely with this issue, is seen as a necessary need. The research recommendations show concrete data that such commissions would contribute not only to the preservation of the Albanian language norm but also to its development. Accordingly, media outlets in Kosovo must implement adequate policies in the selection of journalists, as their role is very important for the dissemination of words, where the same over time become an integral part of the Albanian language lexicon.

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APPENDIX 1

The questionnaire

Anglicism in Kosovo

1. **Age:**

- 21-25
- 26-30
- 31-35
- 36-40
- 41-45

2. **Gender:**

- Female
- Male

3. **Residence:**

- Rural
- Urban

4. **Level of education:**

- University degree
- Master degree
- PhD

5. **Occupation**

- Professor of English
- Professor of Albanian language
- Journalist

6. **English language level:**

- Beginners
- Average
- Fluent

7. ***Do you know the meaning of the word "Anglicism"?***

- Yes
- No

8. ***How do you use the following borrowed words in your lexicon? If you know the relevant word in Albanian, write it in Albanian.***

- Influencë _____
- Lidership _____
- Kualitet _____
- Rezistencë _____
- Interaktivitet _____

9. ***Have you heard in our media the use of English words for their equivalents in Albanian?***

- Yes
- No

10. ***In which media do you encounter the most use of English words?***

- RTV 21
- KTV
- RTK
- Klan Kosova
- T7
- TV Dukagjini
- Others: _____

11. *Do you justify the use of these English words even in cases when they are used as an equivalent for words in the Albanian language?*

- Yes
- No

12. *Do you justify the use of these words of the English language in cases when they are used in the absence of words of the Albanian language?*

- Yes
- No

13. *What do you think is the reason for the use of English words in the lexicon of the Albanian language?*

- Globalism
- Technology development
- The influence of the English language
- Lack of Albanian words
- Others: _____

14. *Have you ever encountered the use of English words in official documents?*

- Yes
- No

15. *Have you ever encountered the use of English words in texts translated into Albanian from English?*

- Yes
- No

16. *Do you think that the Albanian language is endangered by the use of English words in its lexicon?*

- Yes
- No

17. *If you think that this phenomenon poses a risk of damaging the Albanian language, then who do you think is responsible for its prevention?*

- Educational institutions
- Politicians
- Science Academy
- Media
- Others: _____